BIOLOGY DEPT.

PUBLIC LIBRARY
FEB 18 1946
DETROIT

The Newspaper of the Industry

Automotive News

ENGINEERING MANUFACTURING MERCHANDISING SERVICING

FOUNDED 1925

Vol. 21, No. 3015 DETROIT, FEBRUARY 18, 1946 $4 Per Year, 15c Per Copy

Pay-Price Plan Clears Way for GM Peace; Steel Flow Near; Higher Auto Prices Due

Sparks

In the light of current stoppages, how about a strike stoppage?

* * *

They say that even a Philadelphia lawyer couldn't untangle the traffic jams there during the transit strike.

* * *

Another $100 million in gold, looted by Germans from European countries, was located last week. Nazi generals seem to have been obsessed with the idea that the paths of glory lead but to the gravey.

* * *

A Signal of the Times

The railroad "block" system failed to stop liberalization of Kentucky's antiquated truck limit.

* * *

$150 Million?

Lord Nuffield, Britain's motor mogul, is quoted as saying the industry in the United Kingdom is planning for an export trade in automobiles exceeding $150 million a year.

* * *

Television, If You Want It

Last week there was a sight and sound broadcast from Washington to New York. And, what a sight it must have been!

You already know about Washington, and there was New York paralyzed by the admirals on the Queen Marys of the tow-line.

* * *

Warranty License

New dealers are warned to apply to OPA for authorization to sell warranted used cars. It's unlawful to sell used cars at warranty without OPA license.

New dealers are also reminded to file customer hourly rate and certain service charges with OPA.

* * *

Premium on Cash

Regulation W has drawn the fire of Rep. Herman P. Eberharter (D) Pa. He charged last week that the regulation operates to the disadvantage of war vets and others short of ready cash, and that it be abolished immediately.

He told the House that "We have placed a premium on ownership of cash after employing our boys in a war at almost no cash pay at all."

* * *

Easy, Huh!

Dallas city authorities are now convinced that selling trucks is far from being a gravy train, and are more sympathetic toward auto retailers. In offering 13 used city trucks for sale, 36 bids were received.

A typical situation arose when bids were received for every truck offered and in some instances 10 tie bids were submitted for the same truck. OPA added to the grief by giving out wrong ceiling prices. Dallas officials are now considering drawing names out of a hat.

In This Issue

Automotive Washington ....Page 14
FOB Factory .....Page 12
Dealer Doings .....Page 18

Highlights of New Pay-Price Policy

Major points in the new pay-price policy announced last week by President Truman follow:

1. Government approval necessary for any pay increase that might lead to higher prices.

2. National Wage Stabilization Board authorized to approve wage and salary increases found to be consistent with the general wage or salary adjustments established in the industry or local labor market area since Aug. 19, 1945.

(Ford increase of 18 cents an hour and Chrysler's 18½ cents are expected to be accepted as the pattern in auto industry.)

3. Compensating price increases will be allowed immediately following the pay boost instead of after six months as heretofore, to the extent necessary to assure profitable operation. (Usually, the earnings basis accepted for "profitable operation" is the 1936-39 period.)

4. Immediate price relief will be conservatively appraised where OPA decides that the company's reduced earnings are due to "temporary operation at low volume."

5. *However, if the expected improvement in earnings should fail to materialize in any industry, OPA will move promptly to review its action.*

6. The program is not to be interpreted as permitting indiscriminate wage increases.

7. Truman called upon both management and labor to proceed with production, which he termed "our salvation."

OPA Charged with Failure To Nab Big Violators

By William Ullman
Washington Correspondent

WASHINGTON.—The probability that OPA enforcement of automotive regulations is being misdirected was the main topic of discussion at the meeting of officials of the price agency and members of its Motor Car Industry Advisory committee here last week, it was learned by this correspondent from various sources, though no press statement was issued by either NADA or the OPA.

It is understood that the complaint was general, and often emphatic, that OPA enforcement officers have been taking the "easy way" and pursuing, as it were, small honest mistakes rather than large violations by deliberate violators.

In other words, the OPA investigators have been going after dealers who have earnestly been keeping all required OPA records instead of digging into the affairs of those who, on one pretext or another, have not kept their books in order.

It was intimated that the man with records is easier to check than "the man across the street" without records and thus he has had the most attention from the OPA men.

It was conceded that with the complexity and multiplicity of OPA rules and regulations, the honest dealer was bound to err and so the enforcement division has managed to cushion its record with a good-sized batch of violations zealously uncovered.

The feeling was general, it was said, that henceforth the enforcement division's activities should be directed more toward the apprehension of undercover violators who hold OPA in contempt rather than

(Continued on Page 29, Col. 3)

Return of Codes Like NRA Held A Possibility

WASHINGTON.—The possibility of a modified version of the old NRA type of self-regulation by business was seen by some authorities here last week.

Back when the National Recovery Act program was first sponsored early in the Roosevelt era, it was favored by many auto dealers. Toward the end, however, the enthusiasm cooled.

After the Blue Eagle died, many again changed their position, asserting that a modified version of the program would benefit the industry as a whole.

Now Capital observers are looking to the day when controls are lifted. Even the threat of federal prosecution has not deterred black market operations, they point out, and the removal of restraints would leave the door wide open for unscrupulous operators in various lines.

There is agreement among many

(See NRA, Page 30, Col. 5)

Dealers Face Possibility Of New Discount Slash

* * *

By Pete Wemhoff
Editor, Automotive News

DETROIT.—Amid a state of confusion Friday over the ramifications of President Truman's new wage-price formula, these facts stood out:

1 New car prices are certain to rise over present levels, probably 5 to 7 percent, to absorb recent wage increases.

2 OPA will review the whole cost-absorption setup, with a 50-50 chance that dealers may be required to take an additional discount cut above the present 2½ percent. (NADA will begin its battle against the whole cost-absorption setup at hearings on OPA's extension, to start this week.)

Auto manufacturers were not reticent to state, during a survey by Automotive News Friday, that they would seek higher prices on new cars to avert financial chaos. Some of the makers pointed out that, when they accepted 1946 prices from OPA, it was on a basis that they would seek higher ceilings if wages were boosted.

Even OPA officials, it was pointed out, did not infer that the present prices would carry through if wages were raised, but said at the time that their hands were tied. Since then Chrysler has upped wages 18½ cents an hour, Ford 18 cents and the remaining companies will be forced to grant similar increases in forthcoming negotiations.

For the parts industry, Truman's new policy clarifies price relief, it is believed, but assuming that the Ford-Chrysler increases are used as a pattern, some parts makers will be in a jam since they had boosted wages during the war above the Chrysler-Ford war levels.

If unions are reasonable, parts makers are hopeful of avoiding serious difficulties. But, if union leaders insist on imposing the new Chrysler-Ford increases on top of previous higher increases, these parts companies would be in a jam since, even if price adjustments are allowed, they would be out of line competitively.

From Washington, Correspond-

(See PRICES, Page 31, Col. 1)

BULLETIN

DETROIT.—Settlement of the General Motors strike appeared imminent late Friday, as top company and UAW officials concluded a four-hour session with Federal Conciliator James Dewey and prepared to resume negotiations at 10 a. m. Saturday.

Dewey announced that both sides were closer following the Friday session and said his goal is a quick settlement. He said conferees discussed wages and other points in dispute but declined to predict when a settlement might be reached.

By Mac Gordon
Staff Writer

DETROIT.—Settlement of the steel and electrical strikes appeared near at press time Friday, but the UAW-CIO asserted that the strike against General Motors would continue until the cancelled contract is reinstated and all local union demands are ironed out.

Announcement late Thursday of the government's new economic stabilization program, allowing immediate price relief for wage raises, cleared the way for pay accords at the strikebound steel and electrical plants, and at GM.

Resumption of operations this week would restore the normal flow of steel to the automotive plants by March 15, allowing Ford to reopen and perhaps averting a total shutdown of the industry.

President Truman announced late Friday that the average price increase granted steel companies was $5 a ton.

Parts and tire plants, whose deadline on the shrinking steel supply was Friday, were expected to be able to tide over the crisis at reduced production if early arrival of steel is assured.

The new wage-price policy will permit Ford and Chrysler to obtain price increases to "pay for" the raises they have granted. Many parts firms facing a similar financial squeeze also are eligible to take advantage of the higher price line.

If after granting a wage raise

(Continued on Page 30, Col. 1)

'Buttercup' Goes to an NLRB Hearing

By Bob Finlay
Managing Editor

DETROIT.—In the interest of its readers, Automotive News has made a careful study of the new labor rules under which management must live.

C. E. Wilson

This, of course, was an enormous task, for the UAW and the National Labor Relations board apparently make up the rules as they go along.

With our brain in a frappe, we were just about to stuff bananas in our ears and give up, when we hit on the clue that made reason out of rhyme and sense out of nonsense.

It was Buttercup in H.M.S. Pinafore, singing "Things are seldom what they seem, skim milk masquerades as cream."

Politicians have played at that game for so long that the National Labor Relations board didn't have the least trouble yelling "foul" as it tried to punch General Motors below the belt in pressing the silly charges brought by the union that GM was not bargaining in good faith.

This took place in the quiet dignity of a court room in Detroit's Federal building last week. The NLRB proceedings were so important that it was necessary to have two court reporters keep the record.

The dozen or so lawyers sat below the dais taking everything in solemn mien — but then, you know lawyers.

C. E. Wilson, president of General Motors, explained under questioning of Harold A. Cranefield, regional NLRB attorney, the situation that existed when the UAW declared war on the auto industry, and selected GM as the first victim.

GM had just emerged from three years of war work, years in which the production of autos had been eliminated. A lot of things had happened during those three years. Labor efficiency had decreased, costs

(Continued on Page 29, Col. 1)

The Cost of Price Muddle

Ford Reveals 40,000 Idle Although Company, UAW Are in Agreement

By Lynn Rogers
Staff Correspondent

LOS ANGELES.—"Yes, there is an answer to this nation's industrial headaches—but it must come out of Washington in the guise of a basic wage and price policy."

This statement was made by Henry Ford II, president of Ford Motor Co., at a press conference held at the Town House here, Tuesday, just two days prior to President Truman's announcement of a new federal price-wage formula. The young executive declared that as a result of the current steel strike, more than 40,000 Ford employes, all in agreement with the company on labor conditions, are now idle.

"It seems to me that the people of this country are going to have to go back to work if the brakes are to be put on the inflation that is with us now," Ford said. He advocated that the government lift the price ceilings in the automotive industry and emphasized that he was alluding only to the automotive business—if the competitive markets are going to be restored.

"It is my opinion," he said, "that if these ceilings were taken off, our workers would again swing into full production and the resulting competition would soon drive the prices for cars down. These price ceilings, as set by OPA, certainly are not helping to put new cars into the hands of the American public. There is definitely something wrong with this OPA situation.

"While we are at present taking a loss of approximately $300 per car due to curtailed production, removal of price ceilings would boost output to the point where a profit could be made."

Jack Davis, head of sales and advertising for the Ford company, is accompanying Ford on his visit here. Nelson Bowe, Los Angeles branch manager, and Arthur S. Hatch, Western regional manager, were present at the conference.

Davis disclosed that from 1,500 to 2,000 persons will be employed with the completion of the new Lincoln-Mercury assembly plant now under construction in Los Angeles.

Va. Vehicle Men Join in Assault On Tax Program

RICHMOND, Va. — A broadside attack on Gov. Tuck's first tax program — which would increase the gasoline tax 1 cent a gallon to make up for the loss of highway funds through repeal of the 2 percent gross receipts tax — was made at a public hearing last week on the proposals before a joint meeting of the House and Senate Finance committees of the Virginia General assembly.

Opponents of the program, the only major tax legislation scheduled to come before the current session of the legislature, concentrated their fire upon the proposed increase in the gasoline tax, which, they insisted, is unfair to the state's motorists and will result in the actual loss of revenue in the long run.

Bus companies, automobile associations, filling station operators and even the railroads joined in the attack on the proposed legislation. The State Highway department, the commissioner of motor vehicles and the superintendent of state police defended the program.

Sidney Small, chairman of the Virginia Assn. of Railroads, denounced the plan to relieve common and contract motor carriers of the 2 percent gross receipts tax and discounted hopes that the revenue thus lost would be made up by the proposed increase in the license tax on such operators.

Small predicted that the carriers will not pay the increased license taxes, but will move to low-license states and continue to operate in Virginia tax-free. He said the proceeds of the gasoline tax increase will be necessary to make up the loss of revenue by repeal of the receipts tax.

35 Dealers Form Assn. In Lancaster, Ohio

LANCASTER, O. — Thirty-five dealers from Fairfield county formed an association here last week. Another meeting will be held within a few weeks.

Paul Seimer, Central Auto Sales & Service, Lancaster, sponsored the meeting. Walt R. Hamer, Columbus, executive secretary of the state association, and E. M. Sands, Basil, a trustee, addressed the meeting.

Dodge One-Ton Truck Named Power-Wagon

DETROIT.—The name Power-Wagon has been given to the one-ton general purpose truck announced recently by Dodge as a civilian adaptation of the four-wheel drive military vehicle which was built during the war.

Forest H. Akers, vice-president and director of sales of Dodge, said the name Power-Wagon was chosen because it so aptly describes the functions of the new 94-horsepower truck: a self-propelled power plant capable of supplying a wide range of industrial and agricultural power needs. The vehicle is capable of carrying a payload of 3,000 pounds in off-the-highway service, or over unimproved roads where ordinary trucks are restricted in their operation, it is claimed.

OFFICIALS OF the Tucker Corp. study blueprints for the proposed rear-engine Torpedo. Left to right are Joseph D. Burke, vice-president in charge of sales; Preston Tucker, president; H. F. Costello, sales manager, and Ray R. Rausch, vice-president in charge of manufacturing. The Torpedo, planned for manufacture in the Dodge-Chicago plant, is designed to sell for $1,000 to $1,300.

Rausch, Burke, Reason Join New Tucker Car Group

DETROIT. — Several veteran automotive men have become associated with Preston Tucker in a new corporation which will produce the rear-engine Tucker Torpedo, announced Dec. 10 in AUTOMOTIVE NEWS.

Geo. Lawson

The new Tucker Corp., which is completing plans for leasing of the huge Dodge-Chicago aircraft engine plant in Chicago, now lines up as follows:

President — Preston Tucker, automotive engineer.

Vice-President in charge of production—Ray Rausch, former vice-president in charge of production at Ford.

Vice-President in charge of sales — Joseph D. Burke, former sales executive with Dodge, Chrysler, Packard and Hudson.

Vice-President in charge of purchasing—Eugene L. Reason, former Chrysler purchasing agent.

General Sales Manager — H. F. Costello, former executive with Easy Washing Machine Co.

Director of styling — George S. Lawson, former General Motors designer.

Superintendent — Josph H. Bush, former superintendent of Ford assembly plants in Kansas City and St. Louis.

Secretary—Maj. Mark J. Mourne, a member of a Chicago law firm.

Lyle D. Middleton, former tool design coordinator at Packard.

Tucker, who heads the Ypsilanti (Mich.) Machine & Tool Co. and worked with Harry Miller on his famous Miller racing cars, declared that his company could start producing cars six months after it got possession of the Dodge-Chicago plant.

Rausch relies on the fact that the RFC has about 14,000 general purpose tools in the Chicago plant, which the new company could use in getting started. In addition, he says, he has lined up some old suppliers and a few new ones on whom he can rely.

Body presses, a scarce item and requiring a long time to build, don't worry Rausch for he claims he has two old body manufacturers and one new one ready to turn out the designs for the new car. Rausch says the company plans to produce 40 percent of the car and purchase the other 60 percent during the first year.

The Torpedo will have a six-cylinder 150-hp engine of Tucker's design. It is hoped to sell the car in the $1,000 to $1,300 price class.

Besides the rear engine, the Torpedo has a radical body design. Fenders and wheels would be independently suspended, with the headlights turning with the wheels to eliminate blind spots. A center headlight would be fixed in the hood.

* * *

Dealer Requests Must Wait Plant Deal, Tucker Says

CHICAGO.—Preston Tucker, president of the Tucker Corp., said last week that no applications for dealerships can be approved until negotiations for the plant have been completed.

* * *

Tucker-Higgins Suit Settled Out of Court

DETROIT.— (INS) —A suit asking $118,218 against Preston Tucker, Ypsilanti (Mich.) aircraft and automobile firms head, by Andrew J. Higgins jr., New Orleans ship builder, was dismissed Thursday after an out-of-court settlement.

James Dresback, attorney for Higgins, said the settlement was for $50,000 and contingent upon Tucker's recovery of that sum from the Emerson Electric Co. of St. Louis, for alleged infringements on a Tucker patent on power-operated gun turrets.

Higgins, in his federal court suit filed May 9, 1944, charged Tucker with breaking an agreement to supervise construction of power turrets and marine engines. The suit charged Higgins, as president of Higgins Corp., employed Tucker in October, 1941, as an agent in the construction of eight cylinder marine engines.

Tucker, according to the petition, was authorized to use money for the development of the products and instructed to account for it.

As developments progressed, Tucker was to become an officer of Higgins Corp. Instead, Higgins filed suit, charging Tucker with: (1) Excessive salary withdrawals; (2) Excessive entertainment expenses, (not in Higgins' behalf); (3) Unauthorized payments of salaries to others; (4) Payments paid to others for "professional services," not in Higgins' interests; (5) Sums paid on property owned by Tucker, (6) And sales of fixtures and miscellaneous items to relatives.

Dealers, Makers Join in Fight for Tire Tax Slash

AKRON.—The Rubber Manufacturers Assn. has enlisted the aid of tire dealers in a campaign to reduce the wartime excise tax on tires and tubes.

The drive was launched after introduction of a bill in Congress to slash the federal levy on luxury items to prewar levels, effective June 30.

Since there may be tax relief on furs, cosmetics and liquors, the RMA feels that similar relief should be allowed on such necessities as tires and tubes.

The federal levy on these products was first imposed in 1932. It is based on weight. Two months before Pearl Harbor the rate was doubled, from 2½ cents a pound on casings to 5 cents, and from 4½ cents a pound on tubes to 9 cents.

Today the tax on a popular-sized 6.00x16 tire is $1.17 and on the tube 28 cents. The bigger the tire, the higher the tax. The most popular truck tire, 8.25x20, is taxed at $4.03 and the tube at 76 cents.

The federal levy is about 11½ percent of the manufacturer's selling price to the retailer. The association contends this is excessive when compared to the 5 percent levy on trucks and automobile parts and accessories, and 7 percent tax on passenger cars and motorcycles.

The House bill would cut most of the 20 percent federal taxes on luxury items in half and reduce the whisky levy 33 percent.

One of the difficulties the rubber firms may face in winning tax relief is the fact that the tire and tube levy is what the revenue folks consider a "beautiful tax." It is collected from the manufacturer and there are only 25 manufacturers.

In contrast, the luxury assessment is collected from hundreds of thousands of retailers.

U. C. Dealer Gets Cell for Defiance Of Sales Writ

RALEIGH, N. C.—U. S. District Judge Don Gilliam has found B. E. Renfrow, Turkey (N. C.) used-car dealer, guilty of contempt of a consent entered on Oct. 12, 1945, wherein Renfrow was restrained from buying or selling used cars "for so long as the sales of used cars are subject to price control."

At that time Renfrow was required to refund the purchaser of one car the sum of $230 and pay penalties aggregating $1,570 to the Treasurer of the United States because of overceiling charges on used cars.

Judge Gilliam sentenced Renfrow to three months in the federal penitentiary at Petersburg, Va.

It was brought out at the hearing here that notwithstanding the injunction order, Renfrow sold three cars during October, November and December to a used-car dealer in Canton, N. C.

R & S Remodels

R & S Motor Co. (Chrysler), Indiana, Pa., is remodeling a building near its present quarters. It will house shop operations.

—Acme Photo

INDUSTRY HEADS MEET. Mr. and Mrs. Henry Kaiser (left) and Mr. and Mrs. Henry Ford II arrive in San Francisco after meeting accidentally aboard the streamliner City of San Francisco. Ford met with regional sales directors of the West Coast last week, while Kaiser announced that Kaiser-Fraser Corp. will open an assembly plant in Los Angeles. The chance meeting, of course, will probably keep rumor mills busy for a while.

$100,000 Fire Destroys Rex in Salem, Ill.

SALEM, Ill.—Rex Motor Co. here was destroyed by fire last week. The firm was housed in a brick building, along with seven other firms. Total damage was estimated at $180,000.

THE BRITISH government has made a request to the auto industry for an export program target at least 50 percent greater than before the war. Britain uses "hand-made" craftsmanship, their answer to the mass production conveyor belt methods of other car producing countries. Britain hopes to take the lead in motor car exports. Here is a general view in the finishing shop at Thrupp & Maberley's, where bodies for the famous Humber car are made.

Dealers tell me

By John O. Munn

Dealers' or salesmen's comments, questions or requests may be addressed to John O. Munn in care of Automotive News, Detroit, and the writer's name will be kept in confidence if requested.

ONE subject to interest all dealers right now, judging from their conversation, is the used car regulations. The fact that 1942 prices on used cars are, in some cases, higher than for 1946 models is an unnatural condition. The regulation serves to urge the public to attempt to get 1937 prices for older cars. It tends to force the business away from the enfranchised dealer.

OPA doesn't or can't do much about enforcement. The merchandise is largely in the hands of owners. The fact that some 1941-1942 prices are higher than 1946 prices is largely academic. Many owners, whose cars break down, critically need another car but can't get a 1946, so they are forced to buy a 1941 or 1942 used car.

OPA doubtless realizes that it has a lion by the tail and can't let go. They were forced to envoke used car regulations due to criticism from congressmen. Because it is so difficult to administer, I believe OPA would like to throw it out the window at the earliest possible date and let nature take its course.

• • •

No Changes Wanted Now

NATURE can't act, however, until there are a few more new cars on the market. Therefore, most dealers are of the opinion that no change should be made in the regulation until it can be eliminated altogether. Cutting prices more than the 4 percent each six months, which the regulation itself calls for, would be the arbitrary confiscation of property both in the hands of dealers and in the hands of individuals. Dealers can't stand an inventory loss. The public would complain. A cut of 25 percent, as proposed by some dealers, would not help the situation. It would give dealers no chance to liquidate their inventory, and it would absolutely force the remaining business into the black market.

Dealers as a whole, therefore, don't want any further change in the regulation. They don't want more artificial edicts in an attempt to change natural laws. They feel it is best to continue with the situation as it is. A little time and a few new cars will work wonders. Then there will be no need for the regulation, whatsoever.

In the meantime, dealers expect to watch the used car market carefully. They realize that the advent of new cars, in quantity, will have more effect on the actual obtainable prices of used cars than any listing of legal used car prices quoted in government documents.

• • •

New Car Dealer In the Middle

USED car regulations are also disturbing those dealers who are in a position to make a few deliveries. For instance, a customer will come in with a high-priced, large 1934 model. The car is all worn out. The dealer doesn't handle the line. He has neither manpower nor parts to recondition it. The fact is, he doesn't want the car at all, but in order not to be accused of being arbitrary he offers $50 for the car, which is accepted. The ceiling price, based on 1937, might be as high as $3,000. The car is put on the used car lot until a junk man could be contacted. In the meantime, an enthusiastic used car salesman finds a customer willing to pay $450 for it "as is." An independent used car dealer might offer as much as $750 for it. He would give it a few licks and a promise and wouldn't be violating the regulations if he sold it at the ceiling price.

The dealer wouldn't be violating the used car regulations himself for selling it at the "as is" ceiling, without making repairs. However, he would be violating the new car regulations for not having offered reasonable value for the tradein. This situation is what is concerning many dealers who are making delivery now.

• • •

Here's an Angle For Dealers

THE dealers I met at the NADA convention in Chicago, however, unanimously felt they could not afford to take a chance in violating the regulations. The only safe way in handling a tradein is to allow the "as is" ceiling, deducting repairs and parts at retail. Then fix up the car and sell it at the guaranteed ceiling. The only other safe way would be to have plenty of evidence to show OPA that the standard of values of given cars in the territory is less than the OPA ceiling prices. The best evidence to establish this situation is newspaper advertising, offering cars for less than ceiling prices.

Remember there is no prohibition against buying a used car at any price, so long as the price is not above the ceiling for the car. Any outright purchase can be for as low as a single dollar. It is only when you trade in a used car on either a new car, or another used car, that care must be exercised about the "reasonable value" clause of the regulation.

W. Va. Dealers In 10 Cities to Hear Barnhart

CHARLESTON, W. Va.—Leading off at Martinsburg on Mar. 4, Donald C. Barnhart, assistant to the executive vice-president of NADA, will be the principal speaker at a series of 10 dealer dinner meetings throughout the state.

The series is sponsored by the Automobile Dealers Assn. of West Virginia, which under Manager William Randolph has greatly enlarged its activities.

Dinner meetings will be held as follows:

Mar. 4—Martinsburg, Hotel Shenandoah; Mar. 5—Elkins, Hotel Tygart; Mar. 6 — Fairmont, Hotel Fairmont; Mar. 7 — Wheeling, Windsor hotel; Mar. 8—Parkersburg, Chancellor hotel; Mar. 11—Charleston, Daniel Boone hotel; Mar. 12—Huntington, Prichard hotel; Mar. 13—Logan, Place to be announced; Mar. 14 — Beckley, Black Knight Country club; Mar. 15—Bluefield, West Virginian hotel.

Association President George H. Brown will attend all meetings and is scheduled to address the dealers on the "Need for Uniformity of Thought and Action."

Top Condition Asked for '46s

WICHITA, Kans.—New cars have been a long time coming and dealers should make certain that they are in the best possible condition when delivering them to their customers in order to avoid disappointment and misunderstanding, Ben B. Belford, owner of Belford Motors (De Soto-Plymouth), here says.

Belford, at a dinner for his employes, told them that after several years of waiting customers will be more enthusiastic than ever about new cars and will scrutinize them closely to evaluate their appearance and performance. "The cars must be delivered in the best possible condition," he said.

S. F. Dealership Robbed

SAN FRANCISCO.—Safe burglars escaped last week with $1,000 after rifling the safe of Earle C. Anthony (Packard).

Not a Museum

Dealer Titus Moves Cars Off Floor Quickly

TACOMA.—Titus Motor Co. (Ford - Mercury - Lincoln) has no new cars on its sales floors. All have been sold and delivered.

"New cars are needed in transportation," said General Manager **Ray Ridge**, "and not on our sales floors."

This policy is being followed by Titus and the cars move out as fast as they arrive and are prepared.

"We are selling transportation," continued Ridge, "not operating a new car museum. These days of critical need for cars on the highways I strongly favor this Titus policy."

The firm rigidly adheres to placing 1/3 of the new cars in a pool for veterans who need a new car in their business but not for pleasure driving. This pool is also used for doctors, salesmen who must have a car to earn a living and other ratings. The other portion, two-thirds, goes definitely on priority of orders as received with no favoritism, he added. The date of the order decides the rotation of delivery.

Chicago Code Backers Include 100 Dealers

CHICAGO.—The story on page 3 of the Feb. 11 issue of AUTOMOTIVE NEWS, headed "Chicago Dealers Adopt New Code of Ethics," inadvertently omitted the identity of the group sponsoring this code.

Headed by Joseph Schatz, Division Chevrolet Sales, as chairman, and James F. Goodwin (Dodge-Plymouth), as secretary, the group's name is the Automobile Dealers Advisory committee. Schatz said that it includes approximately 100 new and used car dealers among the nearly 750 in the Chicago area. Used car dealers predominate by a narrow margin, he added.

Schatz reported further that the code has been complimented by Kenneth Barnard, general manager of the Chicago Better Business Bureau, and that Barnard has recommended it to 87 similar bureaus in the United States.

"When the matter of Automobile Dealers Advisory committee as a name came up, there was some question as to whether it would be confused with a similar OPA committee," Schatz said. "We secured permission of the local OPA office to use the name.

"The idea of adopting a code of ethics for dealers was first proposed four or five years ago, and it was finally put into approved form on Jan. 29."

The Feb. 11 story gave the impression that all Chicago motor car dealers adopted the code of ethics.

Lied Named Head Of Omaha Assn.

OMAHA.—E. F. Lied, Lied Motors, was elected president of Omaha Automobile Trade Assn. last week.

O. A. Wilson, Andrew Murphy & Sons, was named vice-president and John Opitz, of John Opitz Co., secretary-treasurer.

Clinton County Dealers Form Association

DES MOINES, Ia.—The Clinton county automobile dealers have organized a new association, it was announced last week. M. L. Hansen was elected president of the new organization.

Other officers named included R. E. Bickelhaupt, vice - president; Gordon W. Lanning, secretary-treasurer.

Darden Named to Board Of Virginia Assn.

RICHMOND, Va.—Pretlow Darden, brother of former Gov. W. Colgate Darden jr., and president of Colonial Chevrolet Corp., Norfolk, has been appointed a member of the board of the Automotive Trade Assn. of Virginia.

Auto Market Shrinking?

Strikes Seen Eating Up New-Car Pie; Selling May Be Needed Soon

By Bob Finlay
Managing Editor

DETROIT. — With hundreds of orders on their books, auto dealers may find it difficult to be anything but complacent about sales.

But here are a few facts that may alter that picture:

1. Strikes here and there across the nation amount almost to a general strike and have dipped into millions of pockets.

How soon, for instance, will it be before a General Motors worker can buy a car?

2. Returned veterans, according to some surveys, were expected to buy half of the new cars sold this year.

But how many veterans came back to find that the jobs they expected to get were cut off by strikes?

3. Some economists who have studied the new-car pool say that it is not all that it is cracked up to be. They point to a progression of car buyers from jalopies to better used cars to new cars. But with the average used car now more than seven years old, millions have dropped back into the jalopy class. With used cars at present prices, this is not so important.

But what is going to happen to used-car prices when new-car production hits its stride?

4. Important, in view of this, is the fact that many dealers face the loss of contacts for new-car sales as competition eats into their quick-service business.

With gasoline rationing off, more and more gas stations are reopening and going out for the quick-service business. In addition, those who remained open are putting on campaigns to get more of the business.

Meanwhile, as new cars come in, dealers will have to shift some of their mechanics to new-car conditioning and to reconditioning of tradeins.

For the first time in five years, dealers are facing a new problem in service, and, as a result, in sales contacts, too.

Some sales students in Detroit are predicting that dealers will be pounding on prospects' doors by winter, trying to get rid of the new cars they find so hard to obtain now.

Maybe the flush won't rub off the market that quickly. But let's add up some figures anyway.

About 180,000 GM hourly rated employes have been without incomes for almost three months. According to the strikers' welfare committee, the average GM worker had about $400 in war bonds and savings. How long would that last at present prices?

For weeks the GM strikers have been living on credit—from the landlord, from the grocer, the druggist, the doctor, etc. They'll come out of the strike under a burden of debt. Some analysts figure it will take two years before the average GM worker will be able to buy a new car.

And how about the steel workers? And the fabricators dependent on steel? And the companies dependent on General Motors?

These are just two cases. The glass strike lasted for three months. The Bohn Aluminum foremen's strike has kept workers out for five months.

Strikes have come and gone across the country with such rapidity that it is difficult to keep track of them. But all have taken their toll, and have eaten a wedge out of the new-car pie.

In view of this, some sales observers have recommended that auto makers and auto dealers stop adding up those new-car orders, give more time to working out details for sales programs with incentives for a high-type of salesman and give attention, too, to keeping that contact list clean.

Dallas Dealers Planning Show at Fair in October

DALLAS. — Dallas is considered likely to witness a revival of its annual automobile show next fall —usually held in conjunction with the state fair of Texas—with the prospect also that the showing may be held in a new spacious building replacing a structure at the fair grounds that burned a few years ago.

Dealers in Dallas generally were of the opinion last week that the show would be held regardless of whether new models make their appearance by October, when the fair is held.

The dealers believe that there will be enough new models brought in production from time to time to make show pieces for a fall exposition.

NADA Warns Dealers On Tradein Practices

WASHINGTON. — NADA warned members last week that refusal to sell a new car without a tradein is considered a "tie-in" transaction and is contrary to regulations. "The regulation does not require a new car dealer to sell an automobile, but it does require that he shall not refuse to sell a car for the reason that no tradein is involved," NADA said.

Several suits are pending against dealers who have violated this regulation, according to NADA.

NADA Studies Effects of Wage, Hour Ruling

WASHINGTON. — NADA last week informed members that it is studying and "taking appropriate action" on two decisions of the Supreme court regarding the Wage-Hour act and the possible effect on the retail exemption of dealers.

In both instances, the decisions were unanimous that the firms came under the act.

Last week the court held that the employes of Michigan Window Cleaning Co. were entitled to the benefits of the act because they were engaged almost exclusively in servicing industrial customers for whom such work was necessary in the production of goods for interstate commerce. This interpretation eliminates classification of the firm as a retail or service establishment.

A similar concept was followed in the case of the Roland Electrical Co. It has about 1,000 active accounts in commercial and industrial wiring and electrical contracting. About 99 percent are commercial and industrial firms and its larger and more active accounts are 33 percent industrial customers engaged in the production of goods for interstate commerce.

NADA adds that comments of the court "cast some doubt on the retail character of the sale and servicing of trucks, particularly."

Ind. Dealers Set Conclave Mar. 21

INDIANAPOLIS.—The state convention of the Automobile Dealers Assn. of Indiana, Inc., will be held here Mar. 21-22, it was announced last week. Headquarters for the meeting will be at the Claypool hotel.

Members were asked to contact the association's office to make reservations. Dealers will be quartered in the Claypool and the Lincoln hotel. Further details of the convention are to be given at a later date.

Omaha Dealers Sponsor Auto Show This Year

OMAHA. — An automobile show, sponsored by Omaha Automobile Trade Assn., Inc., will be held here this year as soon as conditions permit. The proposal received unanimous support at a meeting of the association directors last week.

The Newspaper of the Industry

Automotive News

ENGINEERING MANUFACTURING MERCHANDISING SERVICING

(Established in 1925)

Published Every Monday at

DETROIT 26, MICH.

Member | Member

Cables Address—AUDANE, Detroit

2000 Penobscot Bldg. Telephone CHerry 0466

New York	Washington	Chicago	Los Angeles
51 E. 42nd St.	Chandler Bldg.	360 N. Michigan Ave.	403 W. 8th St.
Murray Hill 6-0104	National 4303	State 6273	Tucker 1579

Publisher—George M. Slocum

Editor—Pete Wemhoff
Managing Editor—Robert M. Finlay
Service and Truck Editor—J. C. Weed
Associate Editor—Mel Humphrey
Business Manager—B. B. Crighton
Advertising Manager—Edward Kruspak
Midwest Adv. Mgr.—J. Goldstein
Pacific Coast Mgr.—R. H. Diebler

Editorial Associates—Patricia Cassady, Mac Gordon, George Deery

(Chris Sinsabaugh—Editor 1933-1943)

RESIDENT CORRESPONDENTS

Akron—Rex McConnell
Baltimore—Kate Savage
Birmingham, Ala.—Geo. Watson
Boise—H. H. Miller
Boston—Art Riley
Butte—Kenneth Mulholland
Charlotte, N. C.—D. G. Spencer
Chicago—Mel Adams
Columbus—Bert D. Strang
Concord, N. H.—Guy Langley
Denver—Ira Alexander
Harrisburg, Pa.—George Shelley
Hartford, Conn.—J. L. Coughlin
Kansas City—I. E. Kirkland
Lincoln, Neb.—G. W. Kline
Little Rock—Ines H. McDuff
Los Angeles—L. C. Barnard, Lynn Rogers
Louisville—A. W. Williams
Montreal—Roy Carmichael
Nashville—Clyde Grissam
New Orleans—Gordon Hebert
New York—Bethune Jones
Omaha—Arthur B. Olsson
Philadelphia—M. C. Nissman
Portland, Ore.—F. K. Haskell
Richmond, Va.—T. D. Eaton
San Antonio—B. C. Reber
San Francisco—Leon Pinkson, Steve Hill
Seattle—D. M. Tripp
Spartanburg, S. C.—L. D. Bray
Springfield, Ill.—C. C. Hall
St. Louis—Sam X. Hurst
Toronto—James Montagnes
Vancouver—F. H. Fullerton
Washington—William Ullman

(Other Cities covered by Universal Trade Press Syndicate)

Subscription: ONE YEAR $4; TWO YEARS $7, including annual Almanac Edition, for United States and Canada, also Mexico, Cuba and Panama. To other countries, one year $6. Single copies 15c. No Free List. Advertising Rates: See Standard Rate and Data, or write for rate card.

Entered as second-class matter Post Office, Detroit, under Act of Mar. 3, 1879 Member of Audit Bureau of Circulation and the Associated Business Papers

AUTOMOTIVE DEALER NEWS MAKER

OUR FIELD DEFINED

AUTOMOTIVE: *Self-propelling, hence, of, pertaining to, or concerned with, vehicles or machines, as automobiles, airplanes, or motorboats, that contain within themselves means of motion, control, & direction, as, automotive engineering.*—Webster's New International Dictionary.

The Parade Is Under Way

THE PARADE of the new automobile manufacturing companies coming into the postwar picture is well under way with Kaiser, Frazer, Tucker and the Bobbi Kar already announced and at least one or more companies, headed by experienced automotive men, still under wraps but "just around the corner."

Judging from the experience of Kaiser-Frazer, there is plenty of investor money that believes there are profits to be made filling the automotive needs of the world, so that these new companies should at least get off to a well-financed start.

The dealer's only worry, of course, is whether the men who head the new companies can bring out a good product and build it at a profit, so that when the old squeeze play of "survival of the fittest" again comes into play the management will be able to hold its own against the old-line companies, which have weathered these storms in the past.

While there will be a certain percentage of dealers who will grab one of these lines just to ride the "gravy train" for the next few years, we believe that most of the dealers and distributors who are signing up franchises with the new companies now, expect to stay in the business and give the type of service that the public has come to expect—and should receive.

We hope that the sales management of the new companies, in the desire to sign up a large dealer body, will not allow themselves to get over-extended or allow dealers to sell their line without providing the type of maintenance that should be a part of every sales contract.

It is to their interest, as well as that of the public, that they keep these points well in mind.

A Penny for Reuther

GENERAL MOTORS made the UAW last week an offer equal to the best in the industry. But one thing was omitted: A penny for Reuther.

Walter Reuther, the man who led GM workers out of the plants to hunger on the picket lines, needed something to save his face.

Norman Matthews, head of the UAW Chrysler department, negotiated on a sensible basis and won a wage increase of 18½ cents an hour. Chrysler workers stayed on the job.

Richard Leonard has carried on UAW negotiations with Ford in a similar manner, and has won an increase of 18 cents an hour.

Reuther, the boy who insisted on shouting about a theory in which management saw chaos, was in a sweet mess.

He had to save his face, and the only way he saw to do it was to prolong the suffering of GM workers and dealers for his own selfish ends.

All for a penny for Reuther.

--a word in EDGEWISE

by George M. Slocum

It is to be hoped that those of you who read my open letter on what I hoped would be considered constructive criticism to President Brunnier of the American Automobile Assn., read also his very courteous and complete reply which appeared beginning on Page 21 of our Feb. 11 issue. My chief complaint lay in the fact that, from my own and very recent experience, many hotels and other accommodations which still proudly flaunted the AAA sign of recommendation had, for probably one good reason or another, deteriorated during the war years to a point where they were no longer worthy of AAA recognition. I suggested that all certification be withdrawn until a reinspection could be made and then reissued only when the recommendation would mean all that it purported to the motoring tourist. President Brunnier points out that this reinspection is being made, entirely on an unprejudiced basis and as quickly as practicable. That satisfies me and will be welcome news to the tens of thousands of AAA members who are already on the roads or who soon will be.

MORE OF THE SAME

* * *

THIS SO-CALLED tourist or transient trade is of colossal dollars-and-cents value to the service stations of America and in my humble opinion, brother, we haven't seen anything yet. Just about everyone who has a four-wheeled vehicle which will navigate beyond the city limits of his own town is planning some kind of a trip this season. Sure, all of them had hoped to have a shiny brand new 1946 model to make the long-anticipated trip to the mountains, the sea or to visit Aunt Tilly, whom the young fry in the family have never even met. But they are convinced by now that the old bus will have to take it and that's that.

* * *

IF I WERE operating a service department on any main route anywhere in the U.S.A., I would invest a little money right now in attractive road signs advertising what I had to offer. If I could get the help, and I am advised it isn't as tough to get mechanics as it was 60 days ago, I would try to operate on a 24-hour basis so I could advertise ordinary repairs or servicing "in at night and out in the morning." I would particularly stress overnight lubricating, battery charging and brake relining. The transient, whether he be an ordinary tourist trying to make every minute of vacation count or the salesman who is forced to, likes to feel that his needs have been considered and his business appreciated. For this kind of service I would expect to be paid a fair price, with a safe margin added and, if I thought there would be any question as to the price when the job was completed, I would make an estimate and get the stranger's acknowledgment on my order sheet before I started work. Undoubtedly some of you who have actually promoted transient service business could give us the results, pro or con, based on your own experience. Will you do it?

* * *

BY THE WAY, I'd like to call your attention to our classified want ad department, which appears on the inside back cover of each issue. We have always maintained a minimum rate to our readers for this service, because we believe it offers a bulletin board through which dealers particularly can make their wants known. So whether you need a service manager or a left rear fender, whether you want to buy or sell a piece of equipment or a dealership for that matter, the chances are you can satisfy your wants more quickly and economically through this department than anywhere else we know of. You may have occasion to thank me later for this friendly tip.—G.M.S.

In This Corner

'Contrasts . . . . . '

The views expressed in this column are those of our readers. Anonymous contributions will not be accepted but confidence will be observed upon request.

Reminiscing

I was reading in your Jan. 7 issue of AUTOMOTIVE NEWS about what Gilbert Love had to say in the Pittsburgh press about the contrast after the World War I and World War II.

There surely is some contrast between this January and January, 1919. There were plenty of new cars to be had then and not much demand — not until April and May. The demand got under way then and during mid-summer it was hard to get a-hold of a new car.

Now there aren't but very few new cars to be had and almost impossible to get a used car, and millions wanting new cars. In January, 1919, there were some 90 different makes of cars and 232 different makes of trucks. Between January, 1919, and January, 1924, there were 180 or more different makes of new cars announced.

There will be 10 times the market for new cars the first five years following the World War II.

I am enclosing a list of makes of cars that were on the market in 1919 and a list of the makes that came on the market the first five years after World War I. It might be interesting to lots of the readers of your newspaper. No doubt there are a lot of names that are familiar to them and still others your readers never heard of. Here is the list of 1919 makes of cars:

Allen, American, American Beauty, Anderson, Apperson, A-M-C, Auburn, Austin, Biddle, Brewster, Briscoe, Birch, Buick, Bush.

Cadillac, Campbell, Case, Chalmers, Chandler, Chevrolet, Cole, Commonwealth, Columbia, Comet, Crow-Elkhart, Cunningham, Daniels, Davis, Dixie Flyer, Dodge, Dorris, Dort, Doble.

Elcar, Elgin, Essex, Empire, Ford, Franklin, Geronimo, Glide, Grant, Harroun, Harvard, Hatfield, Haynes, Hollier, Holmes, Hudson, Hupmobile.

Inter-State, Jones, Jordan, Jackson, King, Kissel, Kline, Lexington, Liberty, Locomobile, Maibohm,

(See LETTERBOX, Page 29, Col. 5)

Coming Events

MARCH

4—Detroit (Rackham Educational Memorial). SAE German Engineering Evaluation meeting.
18—New Orleans (Hotel Roosevelt). State convention of Louisiana Automobile Dealers Assn.
21-22—Indianapolis (Claypool Hotel). State convention of Automobile Dealers Assn. of Indiana, Inc.

APRIL

1-3—Chattanooga, Tenn. (Hotel Patten and Reid House). Spring meeting of American Society of Mechanical Engineers.
3-5—New York (Hotel New Yorker). SAE National Aeronautic meeting.
2-5—Atlantic City. (Public Auditorium). Packaging Exposition sponsored by American Management Assn.

MAY

12-14—Pinehurst, N. C. (Carolina Hotel). Annual meeting of North Carolina Automobile Dealers Assn.

JUNE

3—Kansas City. Annual convention Missouri Automobile Dealers Assn.
2-7—French Lick, Ind. SAE Summer meeting.

AUGUST

22-24—Seattle (New Washington hotel). SAE National West Coast Transportation and Maintenance meeting.

SEPTEMBER

11-12—Milwaukee (Hotel Schroeder). SAE National Tractor meeting.

OCTOBER

3-5—Los Angeles (Biltmore hotel). SAE National Aeronautic Fall Meeting and Aircraft Engineering Display.
16-17—Chicago (Hotel Knickerbocker). SAE National Transportation and Maintenance meeting.

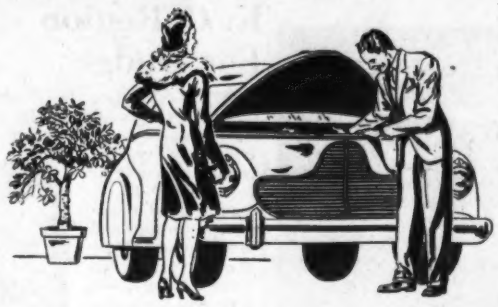
NOVEMBER

7-8—Tulsa, Okla. (Mayo hotel). SAE National Fuels and Lubricants meeting.

DECEMBER

2-4—Chicago (Edgewater Beach hotel). SAE National Air Transport Engineering meeting.

SHE MIGHTN'T KNOW A GASKET FROM A CYLINDER



AND MOTOR TALK MIGHT BE DOUBLE TALK TO HER

but when *that Airfoam look* shines forth — she's sold!

IT'S a look of complete satisfaction — a "this-is-it" expression that comes over prospects when they first experience the glorious comfort of an **Airfoam** cushioned car. It's a look that says they're ready for the dotted line.

To clinch it, you can show how **Airfoam's** airy buoyancy levels the roughest going, provides custom-built luxury. How **Airfoam** pops back to shape the moment you get up, without ever sagging or lumping. And you can point out that it lasts as long as the car — provides money-saving protection for the cover fabric.

Car buyers are being told all about these and other **Airfoam** advantages in colorful national advertising. They'll be looking for something special in seat cushioning. If you've got **Airfoam**, you've got what it takes to satisfy them — *and sell them!*

NEW MEASURE OF COMFORT

Airfoam is made of latex honeycombed with myriads of tiny interconnecting air cells — 250,000 to the cubic inch. These cells give to the slightest pressure, accommodating every body posture — the secret of the remarkable restfulness of this buoyant, super-comfortable cushioning.

A PRODUCT OF

GOODYEAR

RESEARCH

Airfoam—T. M. The Goodyear Tire & Rubber Company

K-F's Big Task

Progress Noted in Converting Willow Run, But There's Still Lots to Be Done

By Jack Weed

WILLOW RUN, Mich. — It's a long and tedious path that must be followed in reconverting a mammoth airplane manufacturing plant, such as the Willow Run bomber plant, into a fully equipped factory to turn out autos in mass production.

J. W. Frazer

The manufacturing brasshats of Kaiser-Frazer, even with the aid of some of Henry J. Kaiser's so-called miracle workers on the reconverting team, are finding out the hard way.

Not that progress isn't being made, for much of the basic work is done or well along. But as one walks through this tremendous plant and sees great open spaces in many of the bays, one wonders if the boys in the front office aren't somewhat optimistic when they claim they will be able to turn out 100 Frazer cars on a mass assembly line in April.

Before one can build a house, the footings for the walls must be poured and the basement built. Before a plant built for the production of giant bombers can be refitted for the production of cars much of the superstructure, catwalks and other manufacturing paraphernalia peculiar to that type of production must be torn down and cleared out of the way.

Wooden block floors must be torn up and removed from the area on which paint-drying ovens are to set, and concrete floors poured. Holes must be made in these same wood block floors down to the concrete sub-floors for the giant presses and other heavy machinery that eventually will be placed in their proper places.

Much of this work is now accomplished, and long rows of dryer ovens and spray booths are erected and being put into operating condition. Piles of conveyor chain and wheels are in evidence here and there; the long elevated shipping dock is receiving its cement floor.

Approximately 900 workmen are busy throughout the plant, tearing away fixtures not needed and erecting the new body manufacturing equipment. Kaiser-Frazer plans to make its own bodies, and President Joseph Frazer says that progress on dies and the rebuilding of presses for body production is progressing satisfactorily. This work, like much of the other initial preparatory work for machine operation, is being done in outside plants.

At the kickoff of production, Kaiser-Frazer will not need as complete a machine shop as is necessary in most automotive plants of this size, since most of the basic assemblies such as engines, clutches, transmissions and axles will come from suppliers ready for assembly into the car. Smaller parts and stampings are also coming from outside suppliers, all machined and ready for the assembly lines.

This may account in a large measure for the absence at this time of any great amount of production machinery being in evidence as yet, although of course these machines must be acquired and set up in the plant before any large scale production is accomplished. Here again it is understood that these machines are available and will be brought in when the plant is ready for them.

Some holdups in work are being experienced, due to the fact that the machinery-installing crews are AFL and the maintenance crews are CIO, resulting in the usual bickering over which is supposed to do what.

To meet the production schedule of the 100 cars, hoped for in April, up to the 33,000 cars expected for October, will take considerable ingenuity and experienced careful planning, but the top executives charged with the task seem to be confident that this Herculean task will be accomplished and in line with plans already drawn.

In fact as one talks with the various executives — factory, engineering, service and sales — the impression is gained of the earnestness with which each views his particular responsibility in the building of this highly publicized new automotive giant.

And as one goes from department head to department head, old familiar faces bob up: Ed Hunt in manufacturing, Detweiler and Alexander in service, MacDonald in sales, Link in sales promotion — men who got their automotive experience with Chrysler, Packard, Ford, Overland, Hupp and other divisions of the industry.

Specifications just released on the two new cars highlight well known names among the suppliers. The Frazer, which will be the first to go into production, for instance will have a Continental six-cylinder engine that will develop 100 hp at 3,600 rpm, with 3 5/16 inch bore and 4¾ inch stroke, 226 cubic inch displacement; Borg & Beck clutch; Warner Gear transmission; Spicer propeller shafts and axles; Electric Auto-Lite ignition; Bendix brakes; Gemmer steering, and McCord radiator. Wheels, 15x4.50E, drop center with 15x6.50 tires.

The Frazer will have a 123½ inch wheelbase, turning radius of 19.6 feet, overall length of 203 inches, tread front 58 inches, rear 60 inches; road clearance of 8½ inches normal front, 8¼ inches rear, and an estimated maximum road speed of 82.5 mph.

The Kaiser introduces several new innovations, torsion bar springing, and front-wheel drive in what can be considered a low-priced car. Its engine is a Continental six with 85 rated hp at 3,600 rpm, 3¼ inch bore and 3¾ inch stroke, 187 cubic inch displacement; Auburn clutch; Warner gear transmission; Spicer joints and front axle; Electric Auto-Lite ignition; Gemmer steering; Monroe shocks; Bendix brakes, and 15x4.00 drop center wheels — 15x 6.00 tires.

Hamilton, Mohr, Dallas Dealers, High in Volume

DALLAS. — Two Dallas dealers stepped high into the volume picture of their respective companies last week.

Heading a list of 58 parts wholesalers, included in the Chrysler division dealer body, who attained better than 100 percent of quota during the six months ending Oct. 31, 1945, was C. S. Hamilton Motor Co. This Chrysler distributor achieved the figure of 583.5 percent.

The Hamilton company, of which Clifton Dennard is general manager, achieved a percentage twice as high as the next in the ranking by the parts division of the Chrysler division.

Mohr Chevrolet Co. was ranked second in the nation in Chevrolet customer service volume. E. A. Mohr of the Dallas dealership attributed the increase to a consistent policy of car checking in the shop that discloses service needs to the customer aimed at preventing inconvenient future breakdowns in the interest of economy, safety and efficient car operation.

Mohr said that the Dallas dealership also ranks sixth in the U. S. as GM dealer parts buyers.

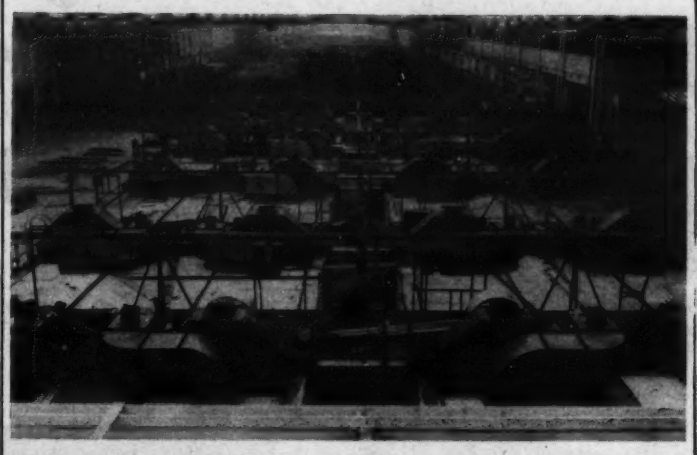
Seefeldt Fined $500 For OPA Violations

ALBUQUERQUE, N. M. — Art Seefeldt, used-car dealer here, was fined $500 in federal court last week when found guilty of contempt on the first of two show-cause orders for alleged violations of ceilings prices.

Seefeldt was charged with conducting his business in a "loose" manner, failing to give receipts and not obtaining proper notarization of signatures. Plaintiffs testified that they were subjected to signing blank papers.

Willow Run Takes Shape . . .

KAISER-FRAZER still has a big task in converting Willow Run into an automobile plant, but considerable progress has been made to date, as the photos on this page show. Above is a view of the installation work on paint and paint-drying lines on the assembly lines.



ROOF OF THE 190-foot long drying oven on the paint line. The trim and upholstery department will be in the balcony to the right.

IN THIS EXPERIMENTAL building at Willow Run work is being done on the Kaiser and Frazer automobiles.

SEVERAL THOUSAND feet of slat conveyor is being readied at Willow Run for handling of miscellaneous auto parts and assemblies.

INSTALLATION of loading docks for railroad sidings inside the East End of Willow Run. Autos will be loaded and shipped at this point.

Desmond Heads K. C. Region For Dodge

DETROIT.—Leo F. Desmond, a veteran of 25 years in the automobile industry, has been named Kansas City regional manager for Dodge, E. C. Quinn, sales manager, announced last week. Desmond succeeds John P. Mansfield, who has been appointed Los Angeles regional manager.

L. F. Desmond

His experience includes 10 years in all phases of retail management, followed by factory and field experience in trucks, used vehicles and distribution. In World War I, he served as radio operator in the Signal Corps. In World War II, he was a captain in the Air Corps, serving 24 months in the China-Burma-India theater.

Upon his return from service he joined Dodge in January, 1945, as a district manager of the Kansas City region.

Since August, 1945, he has been assistant regional manager in Kansas City.

Brunnier Sees Long S. A. Trips In Five Years

MIAMI, Fla. — American tourists will be "rolling down to Rio" but not for a long, long time, H. J. Brunnier, AAA president said last week.

H. J. Brunnier

"It looks impossible now," Brunnier said, "but if there is enough traffic to warrant, and I think there will be, there surely will be someone to find the money and then we'll get the road."

Although an unbroken road tapping the South American continent is far in the future, he predicted that within five years American tourists will be able to drive most of the way instead of shipping their cars by boat.

"The road to Panama should be completed by the end of 1947," he said. "Within five years I believe ferry service will be established between the Canal Zone and Colombia or Venezuela, and from there roads are fairly good on down the east coast.

46 New Models Sold in Idaho

BOISE, Ida.—(UTPS)—Forty-six new automobiles were sold in Idaho during January, according to the Motor Vehicle License bureau.

Predictions, however, are that new-car sales in the state will mount this year to the highest point in history, provided there are the cars to be sold.

The bureau, in preparation for an anticipated record-breaking registration, has ordered 130,180 passenger licenses, as compared with the 117,000 issued last year.

Dewey Hit for Failure To Ask Car-Tax Cut

BUFFALO.—The Automobile Club of Buffalo has openly attacked Gov. Dewey's omission of a proposal to cut taxes on car owners during the coming year.

"It is regrettable that the governor, recommending tax cuts for more than $100 million, forgot all about the motoring public," said Louis H. Hoelscher, president of the club. "The latest official figure on registration in the state showed that 1,970,000 cars were in use in November, 1945. We have a $500 million surplus, so why not lighten the load for car owners?"

"THE CHALLENGE OF HUMAN ENGINEERING"

Last of a Series

"Toward Better Human Engineering..."

"There must be many areas in which we can work toward better human engineering. As a starting point for continuing efforts in that direction, perhaps Management and Labor would today agree:

1 That the job of American Industry—Management and Labor—is to make at lower and lower cost more and better products to sell for lower and lower prices.

2 That the only way that job can be done is through understanding and sensible co-operation between Management and Labor.

3 That the spirit of that co-operation must be a sense of joint responsibility. The Public is the "Boss," not Management or Labor. Both Labor and Management must accept their share of responsibility to the public welfare and live up to their commitments.

4 That mass-production has demonstrated its ability to bring high wages, and that higher wages can come only out of greater production and lower costs.

5 That while no single human institution or industry can promise complete security because of the complexity of modern civilization, Management and Labor can work toward more certain, more stabilized employment.

6 *That American industry should be a place for opportunity—a place in which men and women can grow and develop into better jobs.*

If these are our articles of industrial faith, then we are squared away to attack the problem of making mass-production more efficient by giving the same hard-headed attention to human factors that we have given so successfully in the past to mechanical factors. The only approach we can take is to live up to the best industrial statesmanship of which we are capable. If we give the best we have, we can hope to get the best in return."

When Henry Ford II, President of the Ford Motor Company, addressed the Society of Automotive Engineers recently, he set forth six goals for American Industry under the broad subject of human relations. These goals . . . quoted in Mr. Ford's own words . . . are repeated here to conclude a series of three messages published in the interests of the automobile industry and the country.

F O R D M O T O R C O M P A N Y

Ford

Dealers Want More Plates . . .

Compulsory Car Tests Backed By N.Y. Assn.

ALBANY. — Compulsory inspection of motor vehicles, a certificate of title law, prosecution of black markets and other illegal practices, extensive expansion of the state motor vehicle bureau, a $10 flat registration fee and more dealer plates were approved at a special meeting of New York State Automobile Dealers, Inc., here last week.

In seeking the flat registration fee, the association pointed out that "The present law is antiquated and it has been proven that the weight of a vehicle does not determine the wear and tear on the highways.

It contends that the bureau of motor vehicles has operated for several years under an organization designed for much less travel than at present and calls attention to the fact that traffic will rise in the years immediately ahead.

Condemning unscrupulous buyers, who are anxious to pay large sums of money over ceiling prices, the association assures the public that its dealers "will continue to live up to the high standards of the association and thereby protect the public."

More than 400 dealers were present or represented by proxy. The by-laws were amended to provide that all past presidents of the state association become life directors and, upon becoming a life director, their position as director would become vacant. The following members of the present board automatically became life directors: H. W. Kellogg, Niagara Falls; J. B. Rusterholtz, Syracuse; C. C. Bateman, Dansville; C. W. Neubig, Cortland; P. J. Kaufman, Mt. Vernon.

President C. E. Fribley, Norwich, appointed the following as directors to fill the vacancies: James Stanton, Wurtsboro; Ralph Austin, Jamestown; Paul Scholfield, Newark; Ralph Managun, Johnstown; Earl Jenkins, Margaretville.

The association now has nearly 1,400 dealer members, an all time high that compares with 370 in 1942, according to Lew Hooker, Hornell, chairman of the membership committee.

The following is the personnel of the committees for the coming year:

Executive, Carl E. Fribley, Norwich; Charles Parsons, Amsterdam; Edward C. Schoen, Rochester; J. A. Haraden, Schenectady; A. H. Livermore, Albany; P. J. Kaufman, Mt. Vernon. Legislative, M. H. Yager, Albany; Joseph Villa, Buffalo; James Stanton, Wurtsboro; Claire Bateman, Dansville; David L. Hagen, Mt. Vernon; William Meyer, Ridgewood; Fred Mason, Malone.

Finance, Edward C. Schoen, Rochester; Charles Neubig, Cortland; Charles Hills, Owego; L. B. Hartman, Salamanca; Roy Sutliff, Kingston; Dan O'Laughlin, Oneida. Factory relations, Peter J. Kaufman, Mt. Vernon; Hugh Beckwith, Binghamton; John VanBenschoten, Poughkeepsie; S. Bancroft, Rochester; Leon Quick, Watertown; Henry Gaffey, Herkmire; Frank Halam, Malone.

Highway, J. B. Rusterholtz, Syracuse; J. Clinton Smith, Glens Falls; Irving J. Cole, Utica; L. B. Leonard, Geneva; John Ohmeis, Oneonta; A. L. Parsons, Central Bridge; Glen Whitaker, Sydney.

Insurance, Wm. F. Murray, Olean; Herbert Hakes, Albany; J. W. Messemer, Endicott; A. Bigabee, Saratoga; Maynard Hallman, Rochester; Chester J. Maxson, Buffalo; Gustave Krueger, Niagara Falls.

Membership, Lew Hooker, Hornell; Cecil Hendee, Hornell; Howard Garman, Hornell; Charles Parsons, Amsterdam; Edward C. Schoen, Rochester. All county vice-presidents are also members of this committee. Employment and labor relations, Charles Godlove, Albany; and Claude Wheeler, Johnston City are co-chairmen. Other members are Fred McRorie, Utica; H. W. Clute, Elmira; Ralph Managun, Johnstown; Don Allen, Lockport; Harry Flynn, Larchmont; Spencer Merry, Ogdensberg.

HENRY J. KAISER, West Coast industrialist (center), Dean Hammond (left) and H. V. Lindbergh with new Kaiser-Hammond family plane, following successful test flight Feb. 7 at Oakland (Calif.) airport. A low wing, four or five-place monoplane, 220 hp., pusher type, the plane will be spinproof, stallproof, cruise at 140 miles an hour and have a cruising range of 600 miles. No plans have yet been announced to where these ships will be produced, their selling price, or approximate delivery date.

Jan. Deliveries Totaled 192 in San Antonio

SAN ANTONIO, Tex. — New car sales for January are the best reported for the past four years, a total of 192 units.

Ford led the field, the three local dealers delivering a total of 79 passenger cars, eight trucks and 17 commercial units. Studebaker took second place with a delivery of 13 cars, with Mercury third with 11. Total deliveries were 128 cars, 28 trucks and 36 commercial units.

Marked improvement in deliveries is indicated by the fact that in January, 1945, only 45 units were delivered, with 62 for the same month in 1944, and 69 in 1943. Sales for 1942 were only slightly better with 206 units, showing a sharp decline from 1941 when 1,119 units were sold.

44 Dealers Elected DADA Members

DETROIT.—Detroit Auto Dealers Assn. last week announced the election to membership of 44 dealers. They are Weisman Motor Sales Co., Cousins Motor Sales, Leo Adler, Inc., Jim Golds, Leo M. Biggs, Frank Hammond Motor Sales, Dameron Motor Sales, Lucy's Sales & Service, George Genthe, Slusser Motor Sales, Grosse Pointe Motor Sales, Inc., Spicer Hudson Sales, C. H. Harrison Auto Co., Mantel Motor Sales Co., Hickey Motor Sales.

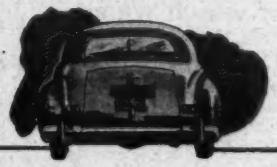
Hart-Leonard Nash Co., Johnny Motor Sales, Highland Nash Co., Lapp-Biggs Co., Jefferson Nash Co., Northern Motor Sales, Nash Redford Sales & Service, Whyte Oldsmobile Co., Ken Brown Motor, Packer Pontiac, Art Grissom Motor Sales.

Gulley & Russell, Allen Hisey Motor Sales, Hahn - Lutz Motor Sales, Inc., Nagle Motor Sales, Mark Conrad, Stephen J. Daniel & Sons, Al Long, Harper-Berkshire Sales & Service, Harold Turner, Harris Motor Sales, Inc., Harry Newman Motor Sales, Lewis & Becker, Superior Motor Sales, Inc., Jerry Lynch.

Bright Light on the Highway in '46...

DU PONT "LUCITE"

Tail light for a leading 1946 automobile, injection-molded of Du Pont "Lucite" by Electric Auto-Lite Corp., Bay City, Mich.



You'll find "Lucite" in the new cars because:

- "Lucite" has outstanding resistance to sunlight, to many chemicals, to "weathering."
- "Lucite" has a favorable strength-weight ratio.
- "Lucite" is crystal-clear, highly transparent.
- "Lucite" has good shatter-resistance, good tensile and flexural strength.
- "Lucite" has the remarkable property of "edge-lighting."

You'll find "Lucite" in the new cars in:

Tail-light lenses	Clock panels
Parking-lamp lenses	Clock dials
Horn buttons	Radio lenses
Radiator ornaments	Radio grilles
Speedometer dials	Gear-shift handles
Instrument cluster dials	Name plates

Window regulator knobs

WHEN in one material you find sparkling beauty combined with striking performance and long life . . . you're not likely to be surprised to see that material widely used on today's new cars.

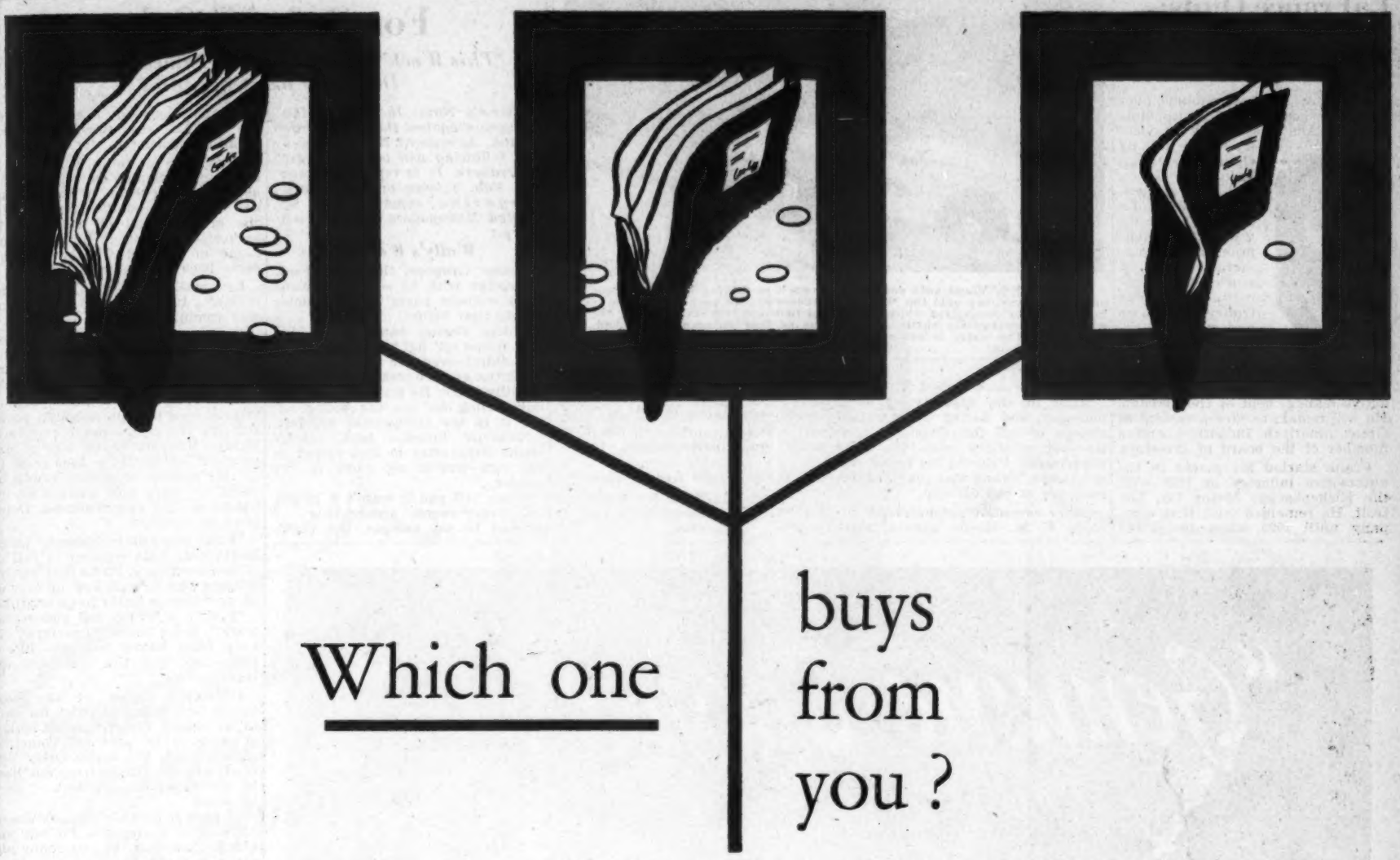
The material is "Lucite" — and you're going to see lots and lots of "Lucite" in many applications on 1946 cars.

Not that "Lucite" methyl methacrylate resin is anything *new* on Automobile Row. It saw plenty of service before the war. In the years it's been away, this transparent plastic has won new laurels. "Lucite" was used on many of America's greatest fighting and bombing planes. It rode into battle, too, on tanks, "ducks," armored cars, and PT boats, where it had to stand up —and did stand up—under every extreme of climate and hard service.

Now available in your choice of sparkling colors; as well as in clear transparency, "Lucite" adds beauty to any task you give it . . . with strength and stamina aplenty too. Also, "Lucite's" ease and speed of molding often make it most economical as well as most serviceable. Write today for booklet *Heat-resistant "Lucite."* Address E. I. du Pont de Nemours & Co. (Inc.), Plastics Dept., Room 212, Arlington, N. J.

DU PONT
REG. U.S. PAT. OFF.
Plastics
BETTER THINGS FOR BETTER LIVING THROUGH CHEMISTRY

IMMEDIATE DELIVERY
ADJUSTABLE PARTS BINS!
WRITE FOR DESCRIPTIVE FOLDER
SPERBER MFG. CO.
1815 Trombly Ave.
DETROIT 11, MICH.



Which one buys from you?

HIGH, middle or lower-bracket buyer—which one is *your* prospect?

Only the Chrysler-Plymouth dealer can answer: "All three."

He operates with the broadest range of prices in the industry. He has magnificent new Chryslers in every price class except the lowest. And, for his other prospects, he has the popular-priced Plymouth, standout of the "big three."

Remember, too, the exceptional owner-loyalty both cars enjoy. Remember Chrysler's war record—the public does.

Remember Chrysler's famous new driving principle, *gyrol* Fluid Drive . . . and many other salesworthy achievements of imaginative engineering.

Remember these because they *work* hard, *sell* hard, for the Chrysler-Plymouth dealer. They could work and sell for you.

Care to discuss it with us?

CHRYSLER

DIVISION OF CHRYSLER CORPORATION

LaFrance Quits; Frank New Head Of Truck Division

ELMIRA, N. Y.—Announcement was made last week of the appointment of Albert A. Frank as vice-president of Great American Industries, Inc., and general manager of Ward La France Truck division here, manufacturer of commercial motor trucks, fire apparatus, trackless trolley coaches and motor coaches.

A. A. Frank

A. Ward La France, founder of the company, has announced his retirement from active management of the division. He will remain as vice-president of Great American Industries and a member of the board of directors.

Frank started his career in the automotive industry in 1921 with the Rickenbacker Motor Co., Detroit. He remained with that company until 1925 when he joined Chrysler Corp.

In 1943 Frank joined Ward La France in the capacity of sales manager, and during the war had charge of all the division's contractual relations with the War department. Prior to his recent appointment, Frank was general sales manager of the division.

Other executive appointments include E. M. Hoefle, general sales manager; C. W. Wiley, domestic sales manager; R. L. Harmon, export sales manager; N. G. Bjorck, chief engineer; R. L. Moody, factory manager, and R. M. Bingham, production superintendent.

R. S. EVANS, Miami auto dealer, is shown here driving his amphibious jeep out of Biscayne bay onto the MacArthur causeway. He says this is one way to beat the traffic congestion which has Miami tied into stitches. Cruising the bay, which is comparatively shallow, Evans has no fear of running aground on a sandbar. If the water is not deep enough to float the jeep, it travels on its own four wheels.

New Home for Shafer

The new building for Shafer & Co. (Chrysler), Monticello, Ind., is nearing completion.

For Safety's Sake

'This Week' Writer Portrays Typical Accident Due to 'Worn Out' Autos

EDITOR'S NOTE: *In view of the campaign against the rising traffic toll,* AUTOMOTIVE NEWS *believes the following will be of interest to readers. It is reprinted from the Feb. 3 issue of This Week Magazine, copyright* 1946 *by United Newspapers Magazine Corp.:*

Wally's Wagon

Tubby Gropper, the cop, drank his coffee with no sugar an' went away without payin' me. He never did do that before.

Bushy Barnes came by on his way home an' left two late papers but didn't even set down.

"Extra quart o'cream," I snapped at Gilly Baze. He went back to the milk truck an' got the bottle an' put it in the refrigerator an' left.

"Steerin' knuckle bust," Orley Hicks said, after he had towed in the two wrecks an' came in for supper.

I can tell you it wasn't a bright an' cheery evenin' around this — I started to say morgue, but that's too close. Everybody is goin' to live, the doctors say now, so we're breathin' easier.

Remember me tellin' you about a kid name of Sophie Onzedonk? She used to bring eggs in here from her old man's poultry farm. Then she grew up, all of a sudden it seemed, an' met a young sailor name of Gordon Chesley an' he come back an' married her.

Last week, Gordon an' Sophie are makin' a turn onto the main highway comin' into town.

Bumps Rafferty in his 10-tonner is approachin' the corner when the kids' car suddenly swings wide an' crashes head on into Bumps' truck.

Like Orley said, it was a busted steerin' knuckle, an' nobody's *fault.* But it's the first time I ever saw Bumps Rafferty cryin' like a six-year old. An' until the kids come to an' the doctors said they would be okay, we sure had some heavy hearts in this neighborhood. Orley gave us a lecture.

"Look, you dumb baboons," Orley blurts out, "this country is full of *ol' worn-out cars.* Parts that wouldn't give way on well-kep' up cars or on new ones is liable to go anytime.

"I ain't tryin' to sell you repair work," Orley says. "I'm tryin' to keep from havin' tow-jobs like I just done for the Chesleys an' Rafferty."

Ordinarily, some of the boys would have smacked Orley for callin' us names. Instead we all looked at each other an' was somehow embarrassed. We knew Orley was really blamin' himself for not havin' prevented the accident — as if he *could.*

So even if this ain't a very cheerful subject I thought I'd tell you about it anyway. If you could just see how many people one accident can hurt you would feel like resolvin' to take it easy until we can all get new safe autos. We'll be much obliged if you will listen to Orley's advice.

—WALLY BOREN

25 Years Old

Members of the staff of Boultbee, Ltd., 999 Seymour St., celebrated the twenty-fifth anniversary of the company at Vancouver, B. C. Employes and executives joined in a presentation to **H. N. Boultbee,** head of the firm, who started in the tire and automobile business at Smythe and Seymour St. 25 years ago. Today there are 72 employes on the payroll of the company.

"Genuine Service"

A Tribute to Good Service Through Depression and War

"It takes a pretty sound financing plan, to begin with, if a dealer stays with it for twenty years. The plan must fit his requirements, must keep up to date or ahead of the times, and always be flexible enough to apply properly to definite needs. This is perhaps the most important reason for my being a customer of yours for twenty years, several of which included the greatest depression and the greatest war in our history.

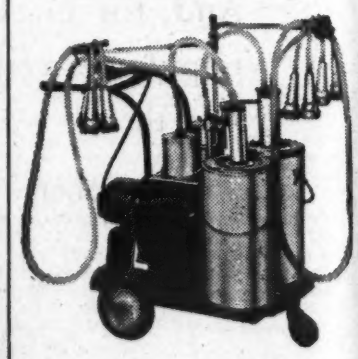
"I can honestly wish you the best of good fortune in the years ahead. From my point of view you deserve it for the Genuine Service you have rendered me."

R. D. McKay Motor Co.
Wichita, Kansas
Chrysler and Plymouth Distributor

COMMERCIAL CREDIT PLAN
THE PAY WAY THAT FITS YOUR PAY DAY

COMMERCIAL CREDIT COMPANY
BALTIMORE 2, MARYLAND
Capital and Surplus more than $80,000,000

Turnover "Ever-Ready" Portable Milker



Farm Labor Shortage has created tremendous demand for Portable Milking Machines.

Require practically no service. Illustrated merchandising literature furnished free. Now sold successfully by many car dealers.

Territories Granted

Dairy Supply Co.
331 Fourth Ave.
New York City

It's a Split Decision!

Serving two masters, the automobile
Calls for a sales plan with dual appeal.

She may see tires from a viewpoint aesthetic,
To which *he* says "Nuts," only much more phonetic.

If you sell to car owners, you've a career
In which *we* can help you (please pay the cashier).

You've got to sell *both* sexes — both of them drive,
Take this tip from *Fisk*, and your business will thrive:

The American Magazine double-exposes
Their ads to both sexes, it's under both noses.

Double exposure, a singular force,
A shot in the arm for your *(sales curve, of course).*

THE American MAGAZINE

DOUBLE-EXPOSES AUTOMOTIVE ADS TO BOTH SEXES

BUD SCHIRMER, Detroit Manager, General Motors Building, Detroit, Michigan

THE CROWELL-COLLIER PUBLISHING COMPANY, 250 PARK AVENUE, NEW YORK 17, N. Y.

PUBLISHERS OF THE AMERICAN MAGAZINE, COLLIER'S, AND WOMAN'S HOME COMPANION

Packard Service Session Opens in Atlanta

ATLANTA, Ga. — Plans for increasing dealer profit and reducing customer cost on automobile parts and service will be discussed here this week at a three - day conference of Packard factory heads and field managers in the Atlanta area.

K. M. Greiner

The regional parts and service conference, which opens Feb. 19, is the first of six scheduled within the next 30 days. Meetings will also be held in New York, Pittsburgh, Chicago, Kansas City and San Francisco.

Parts and service manager K. M. Greiner said the discussions between factory and field personnel will cover all new policies, procedures and programs developed for the expanded distribution program.

"In preparing for a 100 percent increase in service sales volume," Greiner said, "basic changes have been incorporated in our wholesale organization. Field personnel has been doubled. More than $1,500,000 has been spent by dealers in reconverting parts facilities.

"During the war period, many of our dealers were able to cover 100 percent and more of their fixed expense with gross profit from an expanded parts and service volume.

"Our object is to perpetuate that healthy condition and at the same time reduce customer costs," he added.

The new program includes field training schools for mechanics, and continued development of dealer service facilities. Both points will be discussed during the regional conferences, he said.

Inland Provinces Boost Gasoline Two Cents

MONTREAL. — Increase of 2 cents a gallon in the price of gasoline in the Prairie provinces becomes affective Mar. 18, the Wartime Prices and Trade board announced last week. It will apply to all grades of motor gasoline, tractor, distillate, kerosene and lighting naphtha.

The increase is attributed to reduction in subsidies paid on imported crude oil.

Acme Photo

WILLIS BROWN, general manager of Southern Aircraft, and Test Pilot C. T. Prescott lean on the nose (or hood) of the new "Roadable." This three-wheeled vehicle, streamlined to the last word, is capable of sprouting wings and flying through the air, and when on the ground, it travels the roads like any other car.

FOB FACTORY

Lull Allows GM Time To List Tools

By A. H. Allen

STANDARDS ENGINEERS with General Motors have found one ray of sunshine in the current production tieup, by virtue of the fact it permits them to work with master mechanics and other supervisors in various plant divisions in the development of a standardization program on tools and equipment which eventually will pay worthwhile dividends. For example, one ambitious project has been the study of the hundreds of types of power tools in use, along with shanks, bits and drivers used with them.

By standardizing on a few sizes it has been possible to eliminate actually hundreds of odd sizes, which will greatly simplify future purchases of this equipment, and will yield important economies as well.

Results of this standardization project are now being drawn up in a final report which could well prove a guidebook for many other manufacturers. In the end, the move could also ease the problems of suppliers of these standard tool items as well.

A. H. Evans

* * *

Monroe Auto Seeks Plant For K-F Torsion Bar

SOME INDICATION of how far off production of the Kaiser car may be can be gained from the fact that Monroe Auto Equipment Co. is looking for a plant site for manufacture of torsion bar suspension systems.

A DPC plant in Monroe, operated by Aluminum Co. of America for production of forged aluminum cylinder head blanks, is being studied as a likely location. But even if negotiations should be concluded successfully, the plant would have to be practically reequipped in its entirety, and 1,500 working people enrolled before there would be any suspension systems moving to Willow Run.

Specifications reveal the torsion bars themselves will be one-inch diameter and 44½ inches long (tread is 58 inches front, 60 inches rear). Bars are connected to wheels through forged steel arms—18-inch arm in front and 15-inch arm at rear; opposite ends of the bars are anchored securely, thus providing resistance to up-and-down motion of wheels by the torsional resistance of the steel bars.

* * *

Engine Mounting Brings Question on Steering

SOME ENGINEERS are wondering about the roadability of the Kaiser model with its six-cylinder engine mounted ahead of the front axle in a subframe bolted to the body and driving the front wheels through transmission, transfer case and differential.

They recall the old Cord front-wheel drive and how it used to slew around on slippery roads and almost fight the steering wheel away from the driver going down hill. Of course, the Cord was somewhat heavier than the proposed Kaiser, but at that the Cord engine was mounted rearward of the front axle.

* * *

Beech Latest to Land In New Car Group

REPORT CARRIED in *Aviation News* of a new $5,000-class automobile being under development by Beech Aircraft Corp., Wichita, Kan., with engineering offices in Detroit, was a new one to most observers along the automotive front.

Announced design of a 90-hp. air-cooled gasoline engine driving a generator which in turn would power motors on each of the four wheels appears perfectly feasible but likely to involve considerable weight along with considerable expense.

It is, of course, similar to power systems used in many modern locomotives and buses where cost and weight do not matter so much.

Coming hard on the heels of the disclosure of proposed production plans of the Tucker Corp. in Chicago, one wonders whether the various backers involved may not have taken a quick look at the speed (a matter of hours) with which Kaiser-Frazer Corp. disposed of $54,000,000 in securities to a cash-heavy public, and decided now was the time to step in while the water was still warm.

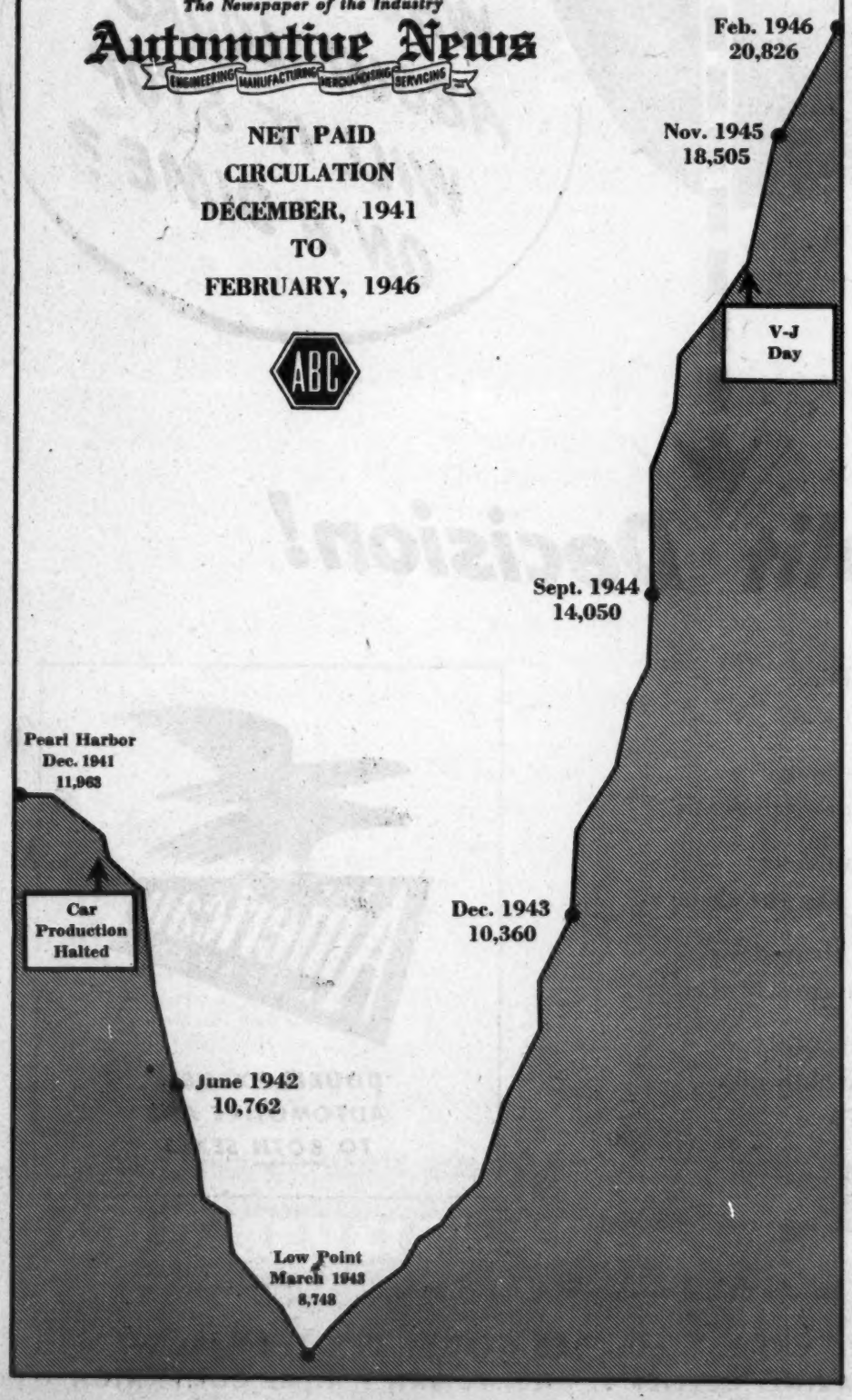
The Newspaper of the Industry

Automotive News

ENGINEERING MANUFACTURING MERCHANDISING SERVICING

NET PAID CIRCULATION DECEMBER, 1941 TO FEBRUARY, 1946

ABC



There Must Be a Reason!

Automotive News now enjoys *the largest circulation in its history* and this increase which has come without the use of premiums, special offers or other inducements proves simply that this publication is giving its readers a service at a nominal cost unmatched by any trade paper in America!

(AS AUDITED BY A.B.C.)

Traffic Safety Analysis

Roundup of Steps Being Taken to Meet A Growing National Problem

EDITOR'S NOTE: *The following story is a thorough analysis of the current traffic safety problem:*

DETROIT.—When traffic fatalities jump by 4,000 in a single year, it is plain that something is seriously wrong, and it is equally clear that it is high time to intensify action on accident prevention measures which have proven their worth.

During the war years, motor vehicle traffic deaths dropped 40 percent below the all-time high of nearly 40,000 in 1941. But as the war ended and driving restrictions were eased and removed, travel spurted ahead and so did accidents and deaths. The year 1945 ended with a toll of 28,500 traffic fatalities. That was an increase of 17 percent over the previous year, with most of the 1945 gain occurring in the closing months.

Further bad news lies in the predictions of safety authorities who fear that the 1946 toll will be upwards of 35,000 traffic deaths.

There is nothing mysterious or unanticipated in the sharp rise in fatalities. Increased travel after the war could mean only greater accident exposure.

The war left in its wake a weakened accident prevention structure. Emphasis of the war effort and the demands of the armed services and of war production for manpower diverted interest, action and energy away from the familiar three Es of accident prevention — education, enforcement, and engineering. Those inroads could not be corrected or remedied in time to forestall the deplorable accident increases.

Actually, the current accident situation testifies to the necessity of carrying on and expanding the accident prevention work which had to be modified or shelved during the war years.

Progress Being Made

Today fair to good progress is being made on the several accident prevention fronts. Pending events hold promise of distinct gains, even though the handicaps are of a nature heretofore unencountered.

Traffic engineering, traffic enforcement, highway construction and maintenance, and motor vehicle administration suffered material manpower losses during the war which are just beginning to be made up. The release from wartime driving restrictions and the return of rusty drivers to the road are among the major contributions to the accident pick-up.

Much legislation affecting driver licensing and motor vehicle inspection modified to meet war conditions still must be readjusted to peacetime needs. For four years highway construction took a holiday, and so many unsafe conditions which would have been removed continue to make driving hazardous.

Finally, there is the motor vehicle and its equipment. Cars today are about twice as old on the average as they were before the war. Mere age of vehicles means little in the accident picture. The thing that counts is the condition of the tires, brakes, and other vital parts.

With new tires still scarce, the average car has one or more tires of a below-par condition.

The nationwide brake check sponsored by the police chiefs association last year brought a shocking condition to light. One of every seven cars checked had brakes ranging from unsafe to just plain dangerous. Without doubt much the same situation prevails today.

Challenge to All

Today's accentuated problem is a challenge to all concerned — to the lawmakers who have the responsibility of providing the best possible laws pertaining to driver and vehicle regulation and highway construction, to the public officials who execute or enforce the laws, to the safety organizations, public or private, to the highway transportation industry, and to the public which pays a high price.

Because traffic moves on public roads and streets and since the safety of nearly all citizens is involved, traffic safety is a direct responsibility of government. However, no government can do much without support, understanding, and perhaps prodding by private citizens and sincerely concerned groups.

Consequently, a timely aid will be the President's Highway Safety conference called by President Truman for May 8-10 in Washington. At this conference, federal, state and local public officials will meet with representatives of labor, business and industry in the effort to devise ways and means of getting wider adoption of recognized traffic safety standards.

Conference attention will be directed to the various categories included under the three Es, including laws and ordinances, driver licensing and accident reporting.

That much can be accomplished by the conference may be judged by a similar one held by President Hoover 22 years ago. From that meeting came the Model Traffic Ordinance, the Uniform Vehicle Code and the Uniform Manual on Traffic Control Devices. While many of the proposed safety standards have been adopted by states and local governments, nevertheless the goal of complete uniformity is far from being attained.

Just how far is indicated by the fact that today 29 states use 10 different types of "no - passing" center lane markings on two lane pavements, and 19 states do not use any at all.

The new conference is expected to achieve both immediate and long range benefits. Making the public more aware of today's unusual hazardous conditions should do much to hold the accident line in 1946. Obtaining wider adoption of uniform safety standards will take time. With only a few legislatures meeting this year, most safety legislation will have to wait until 1947 for consideration.

Another activity which should have marked effect on the current problem is the Police Traffic Safety Check which will be launched May 15, soon after the President's conference, under the sponsorship of the International Assn. of Chiefs of Police.

In addition to covering driving habits, the safety check will be given to motor vehicles involved in accidents and in moving traffic violations. The check will include brakes, tires, lights, windshield wiper and horn.

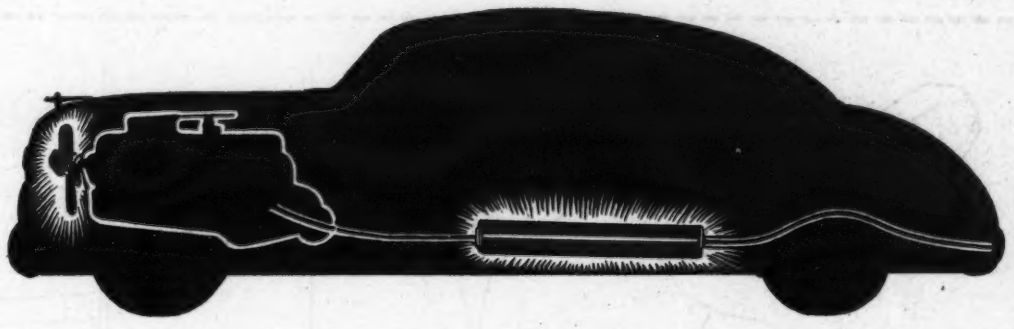
As did the police brake check of last year, the safety check should accomplish several real benefits. It should stimulate enforcement of safety regulations and it should generate a uniformity and a unity of police work. It should focus public attention on the need for extreme caution in both driving and walking.

Both the President's conference and the Police Traffic Safety Check are receiving the cooperation and assistance of the automotive and highway transportation industries, particularly through the work of the Automotive Safety Foundation which was founded for the purpose of extending all possible and practicable aid to public and private agencies concerned with traffic safety.

Aside from those two major activities many other efforts are being carried on which should have a

(Continued on Page 28. Col. 1)

ARRIVING AT Park Station for the annual midwinter Williamsport (Pa.) baseball banquet are, left to right, Gabby Hartnett, Bucky Harris, Thomas H. Richardson and George Trautman. Richardson, who has been president-treasurer of the Richardson Buick Co. for 14 years, is also president of the Eastern League and was toastmaster at the banquet.

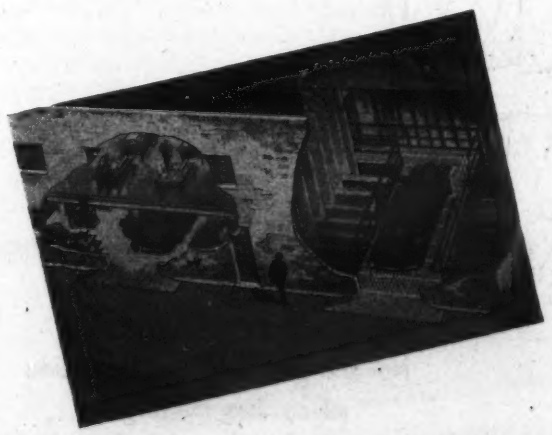


From BEGINNING...
to END...

OF THE COMBUSTION PROCESS

... from fan to muffler ...

efficient work and silent results give added competitive sales value to Hayes-equipped cars and trucks.



Pioneers of engineered improvements in fans and mufflers our "know how" will fit your designs.

Only one of its kind in the automotive industry, our new SOUND and WIND TUNNEL LABORATORY is another asset to the industry. Sound levels reaching both above and below human audible ranges are researched for fan and muffler improvements in keeping with new car and engine design.

HAYES INDUSTRIES INC.
JACKSON, MICHIGAN

FANS · MUFFLERS · MOLDINGS · OTHER PARTS

AUTOMOTIVE WASHINGTON

C of C Should Present Prosperity Program

By William Ullman

AFTER FOUR years of production for the wastage of war, the country cries aloud for production for the uses of peace. Urgently demanded is production to supply the needs of a population that has stinted itself to meet the demands of national emergency, production to avert the perils of inflation, production to create jobs, production to provide tax revenues.

How can that production best be started flowing? What are the obstacles? What prospects does this first postwar year hold?

The answers? Many of them should come out of the gathering of America's business leadership at the thirty-fourth annual meeting of the Chamber of Commerce of the United States at Atlantic City Apr. 30-May 2.

Ullman

The program will accent production as the foundation for successful transition from a wartime to a peacetime economy. Addresses and discussions throughout, it is stated, will be fitted into the overall theme chosen for the meeting, Paths to Production. Under this title, in both general sessions and group sessions, authorities will present their views on the nation's economic needs. Subjects to be discussed are:

Essentials of a free economy; industrial peace; price controls; clear channels for distribution; public debt and public spending; taxation loads; raw material supplies; the bogey of economic security; America's international interests and her stake in world security; transportation requirements; the position of agriculture; construction and housing.

All of these problems face us immediately, or are in plain sight ahead. They will be approached, it is promised, in the cold light of collective business knowledge and will be weighed in the scales of business experience.

* * *

House Passes Case Bill With Minor Changes

AS WAS expected, the House, by a decisive vote, passed the Case "Labor Disputes Act" and at the same time discarded the President's factfinding proposal.

Despite a barrage of amendments and motions to defeat or cripple the Case bill it survived without substantial change.

As passed, the bill establishes a federal mediation board with authority to intervene in major labor disputes, requires "good faith" collective bargaining on both sides and 30-day "cooling-off" periods, makes contracts mutually binding and enforceable, outlaws violence and intimidation on the picket lines, prohibits coercive organizing or jurisdictional boycotts and permits injunctive relief to enforce the status quo during mediation and to prevent violence.

Major amendments adopted by the House would (1) eliminate injunctive relief in boycott cases (except to insure the movement of perishable goods), (2) preserve the right to strike peacefully, picket and assemble, but sanction injunctions against violence, (3) outlaw coercive boycotts of materials because produced in establishments contracting with another labor union, (4) deprive labor organizations and guilty members of their status under the NLRA for violations of the section on boycotts, (5) deny employe status under the Wagner act to supervisory employes, unless they do manual production work, (6) limit further the jurisdiction of the mediation board to disputes obstructing or interfering with commerce, (7) relieve employers and employes from giving strike or lockout notices in establishments employing less than 250 employes, and (8) require the board to make a comprehensive study of labor-management relations.

Acceptance of the Case bill by the large House vote in an election year reflects belief of members that public sentiment favors more basic and balanced legislation than that proposed by the administration.

* * *

Pamphlet Case Studied For Picket Precedent

THREE SUPREME court cases are important in connection with labor problems. One of these cases is Marsh v. State of Alabama. The issue there was whether under the federal constitution the state could criminally punish a person — in this instance, a Jehovah Witness — who distributed religious literature on the premises of a company-owned town contrary to the wishes of the town's management.

The real concern about this case for those interested in labor relations lies in the possible interpretation that may be placed on it with respect to picketing. In some organized labor circles the argument already is urged that this decision applies in favor of the right to picket on private property, at least at points where employes go to and from work.

The two other decisions of importance to industrialists further define the scope of the Wage-Hour act.

One was that of Roland Electrical Co., employes of which were held subject to the act.

The third case is Martino v. Michigan Window Cleaning Co. That case refers back to the Chicago case as authority. The employer, a Michigan corporation, was sued by one of the employes both for himself and in a representative capacity for overtime compensation and an additional like sum as liquidation damages. This corporation, while engaged in the business of washing windows, painting and similar maintenance, urged it was not subject to the act. The court ruled the act applied.

* * *

THE STORY is told in Washington that one member of Congress personally interviewed workers in a factory and found that 80 percent opposed a proposed strike. When a vote was taken, however, 118 favored the strike and two were opposed. This Congressman found the reason was that the members feared their leaders. The story is being told in the cloakrooms of Congress — but not on the floor.

* * *

Traffic Problems Beset 86% of Nation's Cities

TO HELP communities get better use of existing streets, while catching up on war-deferred major street improvements, is the objective of a national transportation committee survey conducted by the U. S. Chamber of Commerce.

Preliminary analysis of 177 replies thus far received to an inquiry sent last month to chambers of commerce in cities of more than 10,000 population shows 86 percent reporting serious difficulties, it is reported.

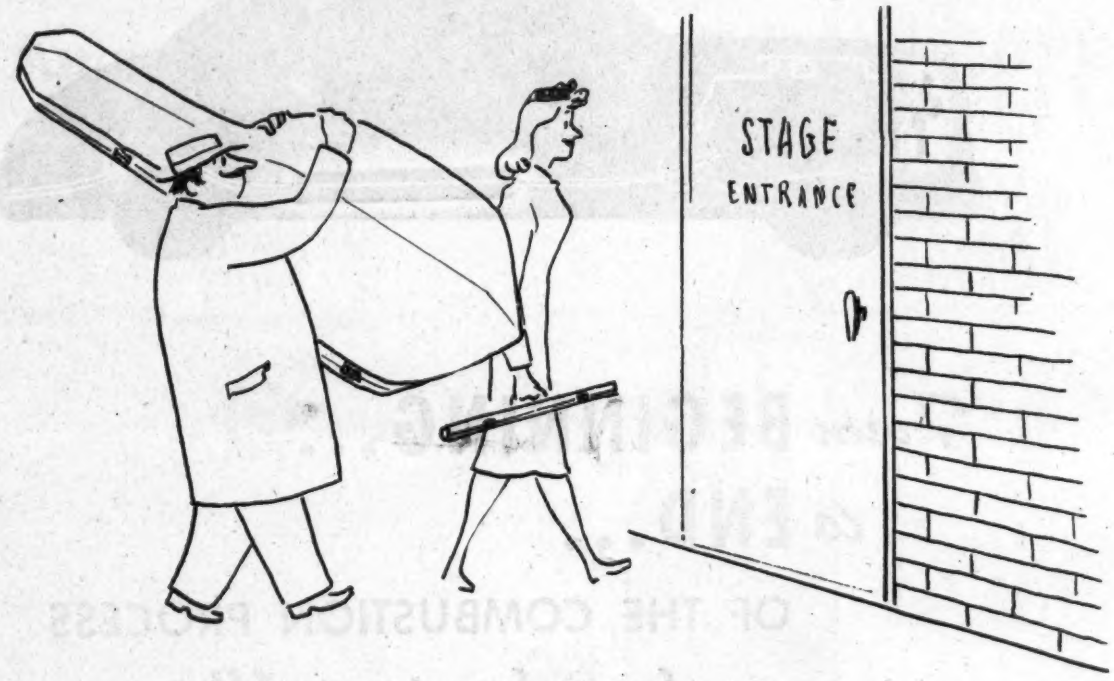
Responses as to measures applied with success in helping to alleviate traffic conditions reveal these adopted in more than half of the cities reporting:

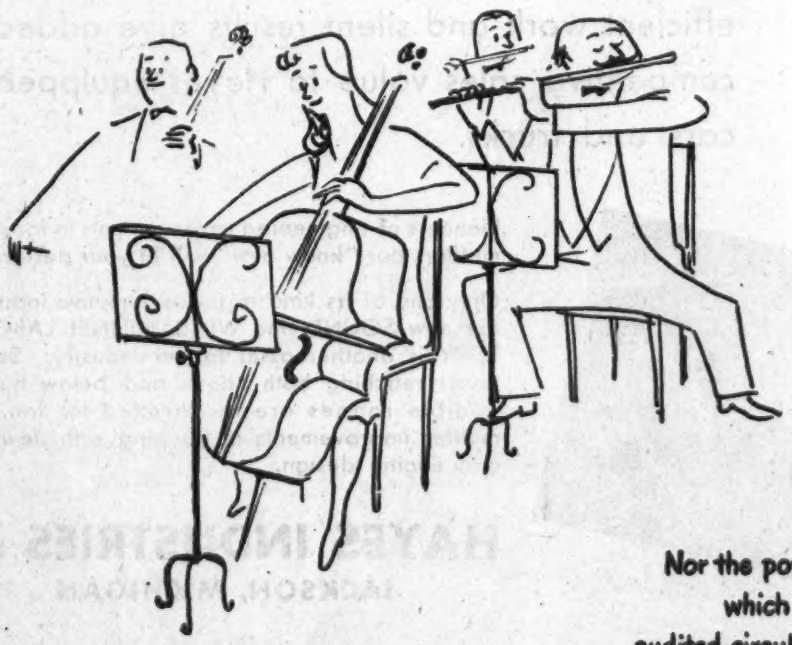
Parking prohibition or restriction at certain hours or locations, use of parking meters, left turn prohibitions at selected intersections, permanently or at certain hours, coordination of traffic signals to give continuous movement.

Other measures reported by one-fourth to one-half of the cities as successful: Special signals to govern turns or pedestrians at complicated intersections, removal of unwarranted signals or signs, establishment of through street systems, bypassing traffic around business districts, use of one-way streets, limited widening to provide adequate lane widths, routing of truck traffic, truck loading provisions on and off streets.

Special investigation of the most promising methods is planned.

Never Underestimate the Power of a Woman!





Nor the power of the magazine which has the largest audited circulation of ANY magazine, given it exclusively by women

LADIES' HOME JOURNAL
THE MAGAZINE WOMEN BELIEVE IN

Here
⬇ *are the market factors*
⬇ on which
⬇ *you can build*

POST WAR SALES

***MORE* WEALTH . . .** Consider this $4,496,734,000 Chicago market located at the very heart of America, fortified by diversified income and billions in savings. Here in one strategic, compact area is more business than in 13 states combined . . . a huge, pent-up demand for radios, washing machines, automobiles, refrigerators and large-size units generally.

MAJOR MARKET

***MORE* SALES . . .** Long famous for its big volume purchases, the Chicago market has repeatedly broken factory and branch sales records. Here you can get going fast with quick sales while at the same time get set solidly with dealers and consumers for the day when the first easy selling conditions pass and the competition becomes tough.

FASTER

***MORE* PRODUCTION . . .** No matter whether your production volume is large or small, "big unit" products or packaged goods, the rich Chicago market assures enough business to absorb all or the major part of your output. Moreover, it offers the advantage of quick, easy accessibility to factory shipments and salesmen alike.

WITH SINGLE MEDIUM

***MORE* COVERAGE . . .** You can get volume sales in this great market through a single powerful advertising medium—the Chicago Tribune. One out of every three families in 756 cities and towns of 1,000 or more population in this area reads the Tribune on weekdays. And on Sundays it is practically every other family.

In this market only the Tribune gives you a choice of monoroto, coloroto, comicolor, newsprint color, or black and white printing—at one of the lowest milline rates in the country.

CHICAGO TRIBUNE
THE WORLD'S GREATEST NEWSPAPER

Average net paid total circulation for the year 1945: Daily, over 1,000,000; Sunday, over 1,350,000. Rates per line per 100,000 circulation are among the lowest in America.

Now available for your study and use is a specific Tribune sales program based on the findings of an auto and household appliance investigation among dealers and consumers. To get these pertinent facts, address: C. S. Benham, Manager, National Advertising, Chicago Tribune, Tribune Tower, Chicago 11, Illinois.

THE poster below, recently on the boards from coast to coast, tells the significant fact about Nash...

That owners of this new kind of car *will* be ahead in economy and performance and beauty... that Nash dealers will be ahead in sales and profits and long-term business opportunity.

★ Which naturally raises the question — *how* is Nash so far ahead of the field today?

★ With the advanced type of "Unitized" body and frame construction... with economy of 25 to 30 miles on a gallon at moderate highway speeds... with Nash Weather-Eye conditioned air, individual 4-wheel coil springing... with comfort and handling ease not exceeded in its price class.

★ The answer lies in farsighted Nash engineering and planning and design—

In the daring of Nash engineers who built as logic demanded!

★In the willingness of Nash management to invest millions in research and factory change-over in support of engineering.

In the alertness of Nash market analysts who wrote a new kind of franchise to match the distribution needs of this advanced automobile!

★Yes..."You'll be ahead with Nash" holds equally true for the owner and dealer alike...

★Because engineering...thinking and planning . . . have produced a car far ahead of its time . . . have created the enduring profit opportunity Nash dealers know today.

A few selective dealer points are still available.

NASH MOTORS

Division of Nash-Kelvinator Corporation, Detroit 32, Mich.

Tune in Nash-Kelvinator's hit musical program Wednesdays, 10:30 p.m., E.S.T. · 9:30 p.m., C.S.T. · 8:30 p.m., M.S.T. · 7:30 p.m., P.S.T. Columbia Broadcasting System.

Dealer Doings

Schulte Named Distributor For K-F in St. Louis

Paul Schulte Motors, St. Louis, has been appointed distributor of Kaiser and Frazer cars in 44 Missouri and 21 Illinois counties, all in the St. Louis trade area. Dealers already appointed include Gravois Motor Corp., 4724 Gravois Ave., St. Louis; Ferguson Sales, Ferguson, Mo.; Rector & Burke, Edina, Mo.; **A. E. Allgier jr.**, head of the Southeast Motor Co., Sikeston, Mo.; Windisch Motor Co., Cape Girardeau, Mo.; **Charles E. Smith**, Farmington, Mo.; Owens & Moore, Benton, Ill.; Blackwood Motor Sales, Kirkwood, Mo.; Community Motor & Implement Co., Charleston, Mo.; **Samuel E. Muir**, Fulton, Mo.; **Lester O. York**, McLeansboro, Ill.; Schumpe Motors, St. Charles, Mo.; J & J Motor Sales, Dexter, Mo.; Risco Motor Co., Risco, Mo.; **Walter Couch**, Pittsfield, Ill.

Other dealers are expected to be obtained before the formal showing of the new cars is arranged.

* * *

Spencer Will Distribute De Soto-Plymouth in Tex.

A new distributor for De Soto and Plymouth automobiles in San Antonio has been established by **K. Ray Spencer**, who was New York regional manager of De Soto for 10 years.

The name of the new firm is Spencer Motors, 1623 Broadway. Sales manager is **Paul Helmcamp**, a discharged Army veteran who is well known in San Antonio auto and civic circles.

* * *

Deserving

Denver Dealer Honored By Newspaper

Each Saturday the *Denver Post* runs five photos under the title, "New Faces in the Post Gallery of Fame."

Last week a prominent dealer, Harry Leeman, Leeman Motor Co. (Plymouth-De Soto) was included. Under the photo of Leeman was the following:

"Harry Leeman, Denver automobile man, for an act of pure goodness in behalf of a blind and disabled war veteran. When a Jefferson county school board unexpectedly bid far above the price George M. Mitchell, the veteran, could pay for state land he wanted for a future home, Leeman quickly gave $1,000. Others gave, too. Mitchell got his land."

* * *

Jenkins Chevrolet in Ga. Erects $30,000 Building

Jenkins Chevrolet Co., Nashville, Ga., has erected a building at a cost of approximately $30,000, and has added new equipment in the service shop.

Constructed of tile and concrete blocks with concrete floors, the building is 75 by 100 feet, with a total floor space of 7,500 square feet.

* * *

2 Prehn Vice-Presidents Home on Terminal Leaves

Two vice-presidents of Harold Prehn, Inc. (Dodge-Plymouth), 412 S. Fourth St., Springfield, Ill., are now home on terminal leaves.

Lawrence E. Hagel, has recently been appointed to the rank of captain and has returned to the U. S. after nearly three years of service in the China-Burma-India theater, where he commanded a quartermaster truck company on the Stilwell Rd. **Burton Holaday** has been promoted to rank of major. Holaday has returned after 2½ years service in the Army ordnance department in England, France, Belgium and Germany.

* * *

Catlin & Sons in Jacksonville To Handle Studebaker

William Catlin & Sons, 301-05 Park St., Jacksonville, Fla., has been appointed Studebaker dealer in that city.

* * *

$180,000 Expansion Set By Washington Chevrolet

A $180,000 expansion program by Washington Chevrolet Co., 345 N. Capitol Ave., Indianapolis, has been announced. The company has purchased a lot 66 feet wide south of the present site and will construct a $45,000 building to house service and truck departments.

The company's present main structure will be torn down and a building to cost about $135,000 will be erected in its place.

* * *

O'Shields Appointed By Studebaker

Cherokee Motors, 501 E. College Ave., Decatur, Ga., has been appointed Studebaker dealer. **Lt. Col. Paul O'Shields** is head of the dealership. The new Studebaker Champions were shown to the public for the first time in Atlanta at Yarbrough Motor Co.

John E. Yarbrough, president, has just taken his two sons, **Capt. Lanier Yarbrough** and **Lt. Jack Yarbrough**, into the business with him and has begun construction of a $150,000 building at the corner of W. Peachtree and Mills street, N. W.

* * *

Campbell Appointed K-F Distributor

Appointment of **A. C. Campbell**, Longview, Wash., as distributor for Kaiser-Frazer was announced last week. The territory includes Longview, Kelso and Wahkiakum county areas. A new building will be erected.

Retail outlets are maintained at Longview, Kelso and Skahokawa, operating under the Campbell Feed & Fuel Co.

* * *

Caviness (Buick) Opens At New Home in Ocala

Caviness Motor Co. (Buick) has opened for business at 316 N. Main St., Ocala, Fla.

Rupert Caviness, owner, has remodeled and repainted the building throughout. **Chester Robertson** is head of the parts department. **Ed Roe** is in charge of the service branch.

* * *

Diskey and Brown Open Truck Firm at Marion

Owner **Walter B. Diskey** and General Manager **Arthur T. Brown** have opened a new automobile company at Marion, Ind., to be known as the Marion Motor & Equipment Co. It will sell Massey-Harris; Oliver and GMC trucks.

The firm's building is situated on 3½ acres of land and covers approximately 3,000 square feet. It is made of glazed blocks and is heated with oil.

SPACE AND LIGHT contribute to the attractiveness of this Willys Jeep display in the salesrooms of Sunshine Motors, Inc., Tampa, Fla., one of the many modern Willys-Overland distributor establishments south of Mason-Dixon line.

Before and After . . .

HERE ARE "before" and "after" photos of Worthington Motor Sales (Ford), Worthington, O. The first photo was taken Aug. 1, 1945, and the second was taken at exactly the same angle on Oct. 26, 1945, the day of the showing of the new Ford.

Kaiser-Frazer Appoints 12 More Distributors

Appointment of 12 more Kaiser-Frazer dealers was announced last week by W. A. MacDonald, vice-president in charge of sales. The new firms named are as follows:

Capitol Motor Co., Boise, Id., headed by **A. E. Stockton** and **C. C. Breckenridge**. The company is at

Stockton

Breckenridge

417 Capitol Blvd., and will be distributor for Frazer in 16 southwest Idaho counties and dealer for Kaiser in Boise and vicinity.

Close Bros., Inc., Toledo, owned by **Kenneth C. Close**, Frazer distributor in 16 northern Ohio counties

R. H. Close

K. C. Close

and Kaiser dealer in Toledo and vicinity. The firm is remodeling a building at 1502 Madison Ave. **Robert H. Close** is vice-president.

Paul McCartney, Inc., 10th and A Sts., Fort Smith, Ark., headed by **Paul McCartney**. Frazer distributor

Paul McCartney

W. R. Kennedy

in 12 eastern Arkansas and nine Oklahoma counties and Kaiser dealer in Fort Smith and vicinity.

Cotton States Motors, Memphis, operated by **William Ross Kennedy**, to be located in a building to be constructed at 405 Union Ave. The firm will be Kaiser dealer in Memphis and vicinity and Frazer distributor in 70 counties in Arkansas, Mississippi, Missouri and Tennessee.

Carter Motor Co., Amarillo, Tex., managed by **R. J. Carter**, located at 509 Pierce St. The company will be Frazer distributor in 34 Texas counties and three counties in Oklahoma and New Mexico, and Kaiser dealer in Amarillo and vicinity.

Barbee Motor Co., Bay and Newman Sts., Jacksonville, Fla., headed by **Waring R. Barbee**. The firm will

R. J. Carter

W. R. Barbee

be Frazer distributor in 19 Florida and 12 Georgia counties and Kaiser dealer in Jacksonville and vicinity.

Criswell Motor Co., 616 E. Central Ave., Albuquerque, N. M., owned by **E. J. Criswell**. Kaiser dealer in Albuquerque and vicinity, and Frazer distributor for 15 New Mexico counties.

Hairston Sales Co., Roswell, N. M., operated by **W. C. Hairston**. The firm is erecting a new building

W. C. Hairston

E. J. Criswell

at 320 N. Richardson Ave., and will be Frazer distributor in seven New Mexico counties and five Texas counties and Kaiser dealer in Roswell and vicinity.

Washington Motor Sales, Washington, D. C., headed by **S. Emlen Randolph**, will be Frazer distributor in 12 Virginia counties and four Maryland counties. It will be Kaiser dealer in Washington and vicinity.

High Motor Co., 801 E. Markham, Little Rock, Ark., owned by four brothers, **Bernard**, **Morris**, **Locke** and **Lee High**. The company will be Frazer distributor for 33 Arkansas counties and Kaiser dealer in Little Rock and vicinity.

Burche Co., 36 Water St., Wakefield, Mass., co-owned by **John Chew** and **Arthur Burwen**. Frazer distributor in Worcester county and Kaiser dealer in Worcester. The firm is only temporarily located in Wakefield. Its new location will be at 50 Shrewsbury St., Worcester.

S. E. Randolph

Bernard High

Stewart Motor Sales Co., with temporary offices at 3209 Washington St., Indianapolis. The firm is headed by **Rollin H. Stewart** and will be Frazer distributor for 32 Indiana counties and Kaiser dealer in Indianapolis and vicinity.

S. F. Reports Spurt in Dealer Activities

San Francisco dealers are busily preparing for the rush of business when the factories get into production. Activity at present consists of refurbishing present quarters, moving into larger and more conveniently located salesrooms and expanding sales and service facilities.

Bissinger and Welch (Ford) is moving its sales department to a new location at Van Ness avenue and Clay streets.

The sales organization is being enlarged to handle increased sales, **Dale Larsen**, formerly with International Truck, has been named commercial car manager. **Charles Benham**, a veteran salesman, has been appointed to a sales executive post.

Ed Franklin, owner - manager, Van Ness Motors, has appointed **N. D. Jacobsen** as new car manager for Oldsmobile. He is a 20-year veteran on auto row.

Bill James, San Francisco Nash dealer, has one of the veteran sales and service organizations in this area. **Walter Swanson**, James Motor Co. parts superintendent, has been with Nash in San Francisco since June, 1917, the month the new Nash was given its first western showing.

Other veterans are: **Vic Young**, assistant manager, 23 years; **Ben Sturgis**, salesman, 24 years; **Miss Maude Leydecker**, office, 23 years; **Buddy Mehl**, **Einar Mork** and **Leo Belluomini**, mechanics, have been with Nash 23 years.

Miss Mildred Haskins, one of the few women to hold the position of manager of a dealer association, represented the San Francisco dealer association at the ATMA in Chicago.

* * *

War Vet Garners 1st Ford From Mikkelson Motors

C. M. Mikkelson of Mikkelson Motors (Ford), New Hampton, Ia., delivered his first 1946 Ford to a World War II veteran, Sgt. Ray Huegel.

Huegel is a purple heart award winner who lost a leg and suffered other injuries during combat in Europe.

* * *

White Back in Athens

Wilson White (Chrysler), Athens, Ala., is remodeling the front of his building. He has been discharged from the Navy.

* * *

More Service Room

Wenton Siedschlaw (Chrysler), Woonsocket, S. D., has completed expansion of his service department.

* * *

Ga. Dealer Expands

Capitol Garage (Chrysler), Willimantic, Conn., has started construction of a new building. Larger facilities were necessary, **Carl Lewis** stated.

Dealer Doings

Pine Bluff Junior C of C Honors Sims with Key

Jack Sims, who is associated with his father, **Ivar E. Simms,** in operation of Pines Motor Co. (Plymouth - Chrysler), and GMC truck dealer, has received the U. S. Junior Chamber of Commerce award for the young man rendering outstanding service in Pine Bluff, Ark., during the preceding calendar year.

Jack Sims

The Chamber of Commerce key was presented to Sims, who is president of the Pine Bluff Junior Chamber of Commerce, at a meeting of the group last week. The winner in the contest is selected locally by a group of civic leaders under the age of 35 who are not members of the Junior Chamber of Commerce, and the award is made on the basis of public service during the preceding calendar year.

* * *

Neuman-Engel Will Open D-P Outlet in Buffalo

A De Soto-Plymouth outlet will be opened soon at 1511 Jefferson Ave., Buffalo, by a newly formed company, the Nueman-Engel Motors Inc., which has absorbed the former Great Lakes Collision Service at the Jefferson address.

President of the new company is **Stanley M. Neuman** who has been president and treasurer of Great Lakes Collision for nine years. Vice-President is **Sylvan J. Engel,** who has been in the auto business in Cleveland for the last 15 years. **William J. Sernoffsky,** a Buffalo attorney who will not be active in the business, is treasurer.

The company is spending about $15,000 to remodel its property.

* * *

Hudson Dealers Spend $400,000 In Seattle

Over $400,000 is being spent by Hudson dealers in the Seattle area for new buildings and improvements, **C. A. Hughett,** general manager of Dick DuBois, Inc., Hudson distributor, said last week.

The amounts spent or planned are: Seattle, University Hudson, $18,000; West Seattle, $40,000; Ballard, $70,000; Auburn, $30,000; Bellingham (remodeling), $8,000; Kirkland (remodeling), $4,000; Renton, $48,000; Bellevue, $35,000; Everett, $47,000; Enumclaw, $35,000; Yakima, $50,000; Wenatchee, $40,000.

This does not include plans for expansion and new building additions by DuBois. A new dealer, Harry Sims Hudson Service, Ellenburg, purchased a building for approximately $20,000.

* * *

Nine Dealerships Added To Tennessee Roster

Tennessee Automotive Assn. announced last week that nine auto dealers have been added to the membership roster of the group. The new members are as follows:

Denny-Caldwell Co. (Chevrolet), Milan; Snelson Motor Co. (Kaiser-Frazer), Cowan; Epperson Motor Co. (Kaiser-Frazer), Athens; Glenwood Motor Co. (Chevrolet), Linden; Padget Motor Co. (Ford), Lebanon; C. M. Booth Motor Co. (De Soto-Plymouth), Memphis; Wood-Looney Motor Co. (Packard), Paris; Hanna Motor Co. (Dodge-Plymouth), Lexington; Walker Motor Co. (Chrysler - Plymouth), Manchester.

* * *

Al Martin Motors Appointed K-F Dealer in Kansas City

The Kaiser-Frazer dealership for Kansas City, Kan., will be handled by the newly formed Al Martin Motors, it was announced last week following completion of negotiations for establishment of the largest combination motor car, power farm equipment and electrical appliance firm in that city.

Display and sales buildings will be erected in three Kansas City locations within the next three months at a cost in excess of $100,000, Martin said. The main building will be constructed at 50 Kansas Ave., and will have 24,000 square feet of floor space. Appointment of Martin was made by J. Gaylord Nelson, owner of Town & Country Motors, who is district distributor for Kaiser-Frazer cars.

* * *

Forman, Chicago Dealer, Starts New Building

Ben Forman (Hudson) announced last week the breaking of ground for a new building at 2700 W. Madison St., Chicago.

* * *

22 Dealers Appointed By K-F in N. Calif.

Twenty-two dealerships for Kaiser-Frazer have been established in northern California. Harbor Motors, Inc., San Francisco, has been chosen distributor for Frazer in the area, it was announced last week. Temporary quarters have been set up at 1415 Van Ness Ave. **P. E. Colgan** is wholesale manager for the firm.

A list of the first agencies established follows: Alameda, John B. Henry, 2436 Santa Clara Ave.; Albany, Howard's Cars, 969 San Pablo Ave.; Alturas, Alturas Motor Sales; Berkeley, Russell Patterson, 2354 Shattuck Ave.

Chico, L. C. Beauchamp, 322 W. Second St.; East Oakland, M & M Motors, 5260 E. Fourteenth St.; Hayward, Meder Motor Sales, 21650 E. 14th St.; Larkspur, Hil Probert, 238 Magnolia St.; Lodi, Werner's, 216 S. Sacramento St.; Los Gatos, Bonasera Bros.; Modesto, J. S. West and Co., 709 Ninth St., Petaluma, Phillips Motor Co.; Redding, Valley Auto Sales, 2701 Market St.; Salinas, Val Culwell; San Leandro, Hines Motors; San Francisco, Ellis Brooks Motors Inc.; San Jose, Dave Gailbraith; Stockton, Louis C. Raballo, 217 N. San Joaquin St.; Santa Clara, Robert Southern, 380 W. Santa Clara; Vallejo, Gene Burgle, 1320 Sonoma St.; Walnut Creek, Douglas T. Kilbourn; Watsonville, Zar Co., 566 Main St. Dealers will deal direct with the factory in obtaining Kaiser cars, Colgan said.

* * *

Moell Cadillac Formed In Chicago N.W. Area

Charles Moell Cadillac Co. has recently been formed to service and sell Cadillac in the Chicago northwest section.

The new firm will be operated by **Charles R. Moell,** formerly with the Cadillac Michigan Ave. branch for 30 years and for the last 15 years sales manager. A building has been leased at 4212 Lawrence Ave. and has been remodeled.

* * *

Des Moines C of C Elects Chambers President

A. B. Chambers, Des Moines, Ia., distributor, has been elected president of the Chamber of Commerce. He has served as leader of Red Cross and Community Chest drives and is chairman of the Veteran's Memorial Auditorium committee.

* * *

De Soto-Plymouth Names Butler of Baxter, Ia.

C. J. Butler, Baxter, Ia., has been appointed dealer for De Soto-Plymouth, he announced last week. Butler has purchased and remodeled the Geise garage building on Main St.

* * *

16 Arkansas Dealers Named by High Bros.

High Bros. Motor Co., Little Rock, Ark., which holds the franchise for sale of Kaiser-Frazer cars and Graham-Paige farm implements in 32 of the 75 counties in Arkansas, last week announced appointment of 16 local dealers.

They are: Bell Motor Co., Arkadelphia; Howell - Nalley Motors, Batesville; Benton Motor Co., Benton; S. & S. Motor Co., Conway; Ovic T. Switzer Motor Co., Crossett; E. B. Kimpel Sales Co., Dermott; Cunning-Swain Co., England; McCollum Motors, Fordyce; Central Motor Co., Hot Springs; Whitten-York Co., Malvern; Drilling and Welter Motors, Morrilton; Jackson County Motor Co., Newport; McNulty-Herring, Inc., Pine Bluff; Vim Rye Motor Co., Russellville; C. E. Lammers Motors, Inc., Searcy; Howard H. Horst, Stuttgart.

* * *

Wright, South Bend, Feted For 50 Years' Service

Henry Hugh Wright, South Bend, was honored by a hotel dinner for completing 50 years of service with Studebaker and Scherman-Schaus-Freeman Associates, Studebaker distributor. **Victor Freeman,** president of the latter company, planned the event and presented him with a gift in recognition of his anniversary.

Wright started work in Studebaker's carriage department in 1896 and was transferred to the administration building four years later. In 1915 he became attached to the retail branch. Twenty years ago Scherman - Schaus - Freeman took over the retail activities and Wright has continued with the company ever since. One of Wright's duties has been to teach new car owners how to drive. He is said to have taught more people than any other individual in South Bend.

* * *

No Furniture

Portland Distributor Returns to Cars

Barley & Graham, Buick distributor, Portland, Ore., has resumed its automotive business, it was announced last week.

The furniture and household appliances, which constituted the company's business during the war years, have been relegated to the warehouse.

The firm is located at W. Burnside and 14th Ave.

* * *

Reo Appoints Broecker For Western New York

Broecker Motor Sales, 1235 Main St., Buffalo, has been appointed western New York distributor for Reo Trucks, **Ervin C. Broecker** is president. He is a veteran of 15 years in the automobile business. **Carl R. Johnson** is sales manager.

* * *

$57,000 Building Underway For MacNash, Little Rock

Construction of a $57,000 sales headquarters for MacNash Motor Co., Nash dealership, 10th and Spring Sts., Little Rock, Ark., is under way.

The firm now has headquarters in North Little Rock and a sales lot at Ninth and Spring Sts., Little Rock.

* * *

New Shop Equipment Added by Titus Motor

New machinery and shop equipment has recently been added to the motor rebuild plant of Titus Motor Co., Tacoma, Wash. Output is holding close to the peak of last October when 607 motors were turned out.

The December average was 20 per day and this is continuing into January, according to **L. E. Titus,** president.

* * *

Jennings Incorporates

Jennings Motor Co., Lancaster, S. C., has been incorporated with authorized capital of $20,000 to deal in automobiles, trucks, operate a garage and filling station, also to make loans on automobiles. Principals are **F. W. Jennings,** president-treasurer; **Wilhelmina P. Jennings,** vice-president and secretary.

* * *

Calera to Move Soon

Calera Motor Co. (Chrysler), Calera, Ala., is completing a new building, 60 by 120 feet. It will adjoin the present quarters.

* * *

Sinskie Adds Space

Sinskie's Motor Mart (Chrysler), Farmington, Me., has added 16,000 square feet to its service department. The sales staff was recently increased.

* * *

Davies Buys Out Firm

Thomson-Davies Chevrolet, Inc., 390 E. Broad St., Columbus, O., has been purchased by **D. Paul Davies,** a member of the concern. The name has been changed to Paul Davies Chevrolet, Inc. The concern was organized in 1934.

* * *

Johnson Chartered

Johnson Auto Co., West Memphis, Ark., has filed a charter. Incorporators are **J. C. Johnson, Boyce Johnson** and **N. A. Johnson,** of West Memphis, and **Hazel Carder,** Marion.

* * *

New Quarters for Hagan

Fred Hagan (Chrysler), Sylacauga, Ala., has completed construction of a building. The present location, damaged by a fire, is being renovated.

* * *

Moto-Scoots

Good results have been reported by **W. D. McNevin,** manager of Richmond Motor Co. (Pontiac-Cadillac), Richmond, Calif., after two months of selling Moto - Scoots. They are popular for delivery service and with school students, McNevin said.

* * *

Prof. Clyde Walker, head of Oregon State College Department of Agricultural Engineering, has joined R. M. Wade & Co., distributors for Ford-Ferguson tractors in the northwest.

* * *

Motor Parts & Equipment Co. recently opened at Cuthbert, Ga. **L. H. Goodman** is owner.

* * *

Blanton & Dennis Motor Co., Lakeland, Ga., has opened a paint and body work department.

* * *

Travis and Cornelius (Chrysler), 4242 Crenshaw Blvd., Los Angeles, is planning new buildings in the vicinity of its present location. Present quarters have been redecorated.

* * *

Joiner's Auto Parts, Winter Garden, Fla., was host to all local garage men at a chicken dinner recently. Assisting the local branch were the managers of branch stores at Apoka, Mount Dora and Wildwood.

* * *

Appointment of **Al French** as special representative of the new truck and commercial car sales department of A. B. Smith Chevrolet Co., Portland, Ore., was announced last week by **Frank Porter,** general sales manager.

* * *

R. S. Evans, Inc., a firm which carries the slogan, "World's Largest Used Car Dealer," recently opened a used car branch at 415-417 Broad Ave., in Albany, Ga.

* * *

W. E. and **M. C. Bailey** have acquired the Shotwell Motor Parts Co., 102 Lemon St., Palatka, Fla. They have changed the firm's name to Bailey's Auto & Electric Parts Co.

* * *

Construction of a $25,000 building for Motor Parts Co., Lake City, Wash., was announced last week.

PACKARD DEALER ADVISORY COUNCIL which met last week at factory offices to discuss long range planning with company heads. Standing, left to right, are E. W. Booth, Grand Rapids, Mich.; J. S. Mitchell, Dallas; W. C. Bolton, Memphis; P. R. Seeman, Uniontown, Pa.; William Stahl, Monterey, Calif., and E. B. Libbey, New Rochelle, N. Y. Seated, left to right, are J. D. Palmer, Jacksonville, Fla.; L. W. Slack, Packard general sales manager, and F. V. Midgley, Arlington, Mass. The conference, launching the third year of Council meetings at the Packard factory, was the first for Palmer and Midgley who succeeded H. B. Vaughan, Birmingham, Ala., and W. L. Greer, West Philadelphia, Pa., two members whose terms expired due to rotating membership.

Double Check

STUDEBAKER'S DOUBLE-CHECK on dealer building plans is illustrated by this photograph which shows (left to right) Don O. Wilson, general service manager; George Narovec, chief of the architectural and layout division; Paul R. Davis, general sales manager, and H. L. Crawford, manager of special projects, going over sketches. The company's service is particularly valuable in suggesting the most efficient utilization of floor space.

DRAFTSMEN WORKING under an experienced architect go over proposed Studebaker dealership building additions or new structures and with the advice of sales and service experts lay out the recommended use of space. Suggestions are especially helpful to architects who are unfamiliar with the peculiarities of the automobile retail business. Dealers, too, sometimes overlook important details when planning expansion of facilities.

Automotive Patents

Complete copies of the patents mentioned below may be obtained for 10 cents each from the Commissioner of Patents, Washington 25, D. C.

By Vern L. Oldham

2,393,290 — Carburetor — Milton E. Chandler, Birmingham, Mich., assignor to Bendix Aviation Corp., South Bend.

This patent relates to a thermostat for controlling the degree of opening of a choke valve in a carburetor and means for working with the thermostat for controlling the carburetor operation.

* * *

2,393,309 — Snow Tractor — Avery M. Cochran, Camp Hale, Colo.

This tractor has a rhomboidal shaped frame with the upper forward end projecting outwardly, driven tract bands on each side of the frame and rearwardly extending control bars for the tractor.

* * *

2,393,324—Automotive Vehicle—Joseph F. Joy, Claremont, N. H.

This patent covers control means for a vehicle, which means includes a hydraulic pump connected through valves to individual motors on opposite sides of the vehicle whereby fluid flow to one side of the vehicle may be increased by simultaneous decrease of flow to the other side.

* * *

2,393,341 and 2,393,340—Two-Cycle Internal - Combustion Engine — Heinrich Schneider, Hamilton, O., assignor to Schneider Bros. Co.

These patents cover an engine having scavenging ports around the whole circumference of an engine cylinder and a plurality of exhaust ports above the scavenging ports extending partways around the cylinder. The ports are adapted to deliver air streams to the cylinders in special manners.

* * *

2,393,358—Hitch Means for Connecting Trailers to Tractive Vehicles—Henry George Ferguson, Belfast, Northern Ireland.

The patented hitch means are adapted to allow relative up and down movement between the tractive vehicle and the trailable device as well as lateral swinging of the device with reference to the tractive vehicle.

* * *

2,393,369 — Risilient Axle Support — James M. Hait, San Gabriel, Calif., assignor to Food Machinery Corp., San Jose, Calif.

This axle support includes an annular cushion of soft rubber bonded to an enclosure, a core member positioned by the rubber cushion, and an eccentrically positioned bore formed in the core member.

* * *

2,393,396—Clutch Mechanism—Arthur T. Nabstedt, Hamden, Conn., assignor to Snow-Nabstedt Gear Corp.

In this clutch, a power driven member is mounted for rotation adjacent one end of a shaft, a hub is fixed to such end of the shaft, and friction clutch means are provided for clutching the driven member to the hub.

* * *

2,393,440—Engine Control Mechanism —Emil O. Wirth, South Bend, Inc., assignor to Bendix Aviation Corp., South Bend.

This control relates to a carburetor having a thermostat control choke valve having a spring associated with it for modifying movement thereof.

* * *

2,393,476—Fluid Transmission—Joseph Jandasek, Highland Park, Mich., assignor to Bendix Aviation Corp., South Bend.

The impeller and turbine members of the transmission are provided with means for varying the fluid transmitting circuit so as to change the torque multiplying characteristic of the device.

* * *

2,393,494—Bead Lock—James E. Hale, Akron, O., assignor to Firestone Tire & Rubber Co., Akron.

The patented bead lock has radially movable bead clamping units mounted on an endless band.

* * *

2,393,497 — Spark Plug — Douglas W. Gregory, Jackson Heights, N. Y., assignor to Firestone Tire & Rubber Co., Akron.

This spark plug has a member for seating on a reduced diameter portion in the bore of the porcelain center member to prevent cement flow thereby when seating the center electrode.

* * *

2,393,505 — Motor Mounting—Ellwood F. Riesing, Pontiac, Mich., assignor to Firestone Tire & Rubber Co., Akron.

Two inverted U-shaped members have rubber bonding them together, which rubber has an upwardly curved lower surface that is flattened out as load is applied.

* * *

2,392,828 — Projection Lamp — Edward B. Noel, Cleveland Heights, O., assignor to General Electric Co.

This lamp has a helically coiled lighting tube mounted in a reflector by means independent of its current connections.

* * *

2,392,832 — Drive Axle — Lawrence R. Buckendale, Detroit, assignor to Timken-Detroit Axle Co., Detroit.

In this patent, identical front and rear supporting spindles and wheel hubs are provided.

* * *

2,392,921 — Engine — Charles A. Holman, Seattle.

This patent covers the combination of a power cylinder, a piston, and two crankshafts connected to the piston through toggles, the inner ends of which are connected.

* * *

2,392,923 — Internal-Combustion Engine — Marion Mallory.

The engine patented includes a power unit consisting of a plurality of cylinders which have identical cycles. One of the cylinders may have its fuel cut off to reduce the power output of the engine with no speed change.

* * *

2,392,944 — Spark Plug Electrode — Leonard Bessemer Pfeil, Edgbaston, Birmingham, Eng., assignor to International Nickel Co., Inc., New York.

The novelty in the patent resides in use of a rhodium-free alloy of 4 to 20 percent palladium, 0 to 10 percent other elements, and the balance platinum.

* * *

2,392,950 — Automatic Transmission—Robert C. Russell, Cleveland Heights, O., assignor to Eaton Mfg. Co., Cleveland.

This transmission includes a centrifugally actuable clutch comprising friction elements for engaging a torque transmitting drum, which elements are controlled by centrifugally displaceable weights.

* * *

2,392,956 — Automatic Brake Adjuster — Leon E. Thibeault, Flint, assignor of one-half to Joseph Thibeault, Flint.

The adjuster includes a case member mounted in juxtaposition to a brake shoe, a rod mounted thereby to contact a brake shoe, and a presser finger engaging the rod to press it and the brake shoe outwardly.

* * *

2,392,982 — Windshield Wiper — Marcellus T. Flaxman, Ponca City, Okla., assignor to Union Oil Co. of California, Los Angeles.

This wiper is made from rubber containing a small proportion of a sulfonated organic di-basic acid ester.

* * *

2,392,985 — Motor Vehicle Steering Mechanism — Henry C. Harbers, San Gabriel, Calif., assignor to C. B. Equipment Co., Los Angeles.

A manual steering gear is disclosed, and it controls a booster mechanism that applies a brake to the wheel on the side of the vehicle in which direction the vehicle is being steered.

* * *

2,392,989 — Engine Exhaust Muffler — Edward Albert Kliewer sr., Longview, Tex.

The input end of the muffler is flared while the discharge end is tapered inwardly with a special head for such end being provided. A feed tube also extends into the muffler.

* * *

2,393,016 — Semitrailer Attachment and Support — James J. Black, Cincinnati, assignor to Trailer Co. of America, Cincinnati.

A gooseneck tongue is provided for attachment of a trailer to a tow vehicle, which tongue can be rigidly mounted in tow position or be folded back into the trailer.

* * *

2,393,031—Control for Vehicle Brakes — Carolus L. Eksergian, Detroit, assignor to Budd Wheel Co., Philadelphia.

The brake control devise is electrically operated and adapted to apply the brakes to a wheel which is slipping and not release such wheel to brake control by the operator until it moves at the vehicle speed.

* * *

2,393,084 — Internal-Combustion Engine — William L. Wuehr, Port Arthur, Tex.

A compression ignition engine is disclosed and it has at least three crankpins, spaced cylinders on opposite sides of the crankshaft, a pair of opposed pistons in each of the cylinders, and means for connecting the pistons to aligned crankpins.

* * *

2,393,085 — Internal-Combustion Engine — William L. Wuehr, Port Arthur, Tex.

This patent covers a cylinder, having fuel injection means and air inlet ports at the center portion thereof, for use with the engine shown in Pat. 2,393,084.

* * *

2,393,118 — Carburetor — Olaf Oswald, Honolulu, Hawaii.

An automatic carburetor for an internal-combustion engine is disclosed in this patent.

* * *

2,393,125 — High Pressure Fuel Carburetor — Theodore A. St. Clair, Pontiac, Mich., assignor to Phillips Petroleum Co.

This carburetor has pressure reducing means for the fuel located adjacent a float operated valve. Such means are cooled by a heat exchanger relation with the engine mixture inlet tube to keep the fuel liquid.

* * *

2,393,144 — Carburetor — Milton E. Chandler, New Britain, Conn., assignor to Chandler-Evans Corp., South Meriden, Conn.

Chandler's carburetor has thermostats in it for controlling air flow, and pressure responsive means for controlling the fuel flow.

* * *

2,393,147 — Latch Mechanism—Walter P. Cousino, Detroit, assignor to Chrysler Corp., Highland Park, Mich.

The patented latch includes a rotatable lock cam, two latch controls, and a member for moving the cam into and out of the path of one of the controls.

* * *

2,393,153 — Clutch Control Means — Otto E. Fishburn, Detroit, assignor to Chrysler Corp., Highland Park, Mich.

A blocker, having a friction connection with one of two rotatable structures and an opening therein is shown. The other structure has an axial overlap formed in the portion thereof mating with the opening in the blocker.

* * *

2,393,183 — Vehicle Suspension—Glenn H. Parker, Royal Oak, Mich., assignor to Chrysler Corp., Highland Park, Mich.

The patent covers the connection of a driving axle housing to a forward portion of the frame through arms having resiliently resisting connections with the frame.

"Would you mind standing back a little. This gasoline is highly inflammable!"

WOULD you like to be a distributor for American Bantam heavy-duty SUPERCARGO TRAILERS? Some well located trade areas are still open. Substantial firms with previous trailer or automotive experience, corporations or individuals seeking investments in this profitable field are invited to write us at once.

SUPERCARGO

BANTAM

TRAILERS

AMERICAN BANTAM CAR COMPANY • BUTLER, PENNA.

On Wall Street . . .

Truck Makers' Stocks Eyed with Favor

By Dana Stuart
Staff Correspondent

NEW YORK.—The shares of motor truck producers have come in for particular attention in recent weeks since the estimate by the Civilian Production Administration that their operations would reach or exceed prewar levels in the first half of this year.

Although the estimate made no allowance for the effects of interruptions resulting from strikes, financial quarters inclined to the view that the manufacture of trucks would be the source of large profits over the next few years. It will take many months for the supply to catch up with the demand for light trucks, in the opinion of Wall Street.

Tire manufacturers also have come in for much attention in recent weeks. Welcomed in financial circles have been announcements that: Goodyear purchased additional production facilities from the government; that Firestone expects production at capacity levels by the middle of March; that working inventories of the tire trade will be fairly adequate in a few months; that the new price of 20¼ cents a pound for natural rubber at Far Eastern ports will contribute to the stability of the tire industry.

Profits of Lee Tire & Rubber in November and December, the first two months of its fiscal year, were ahead of the like period of the preceding year; Norwalk Tire & Rubber expects its sales in the fiscal year ending Sept. 30 to reach $10 million against $8.8 million in the preceding year.

Although there is considerable division of opinion in New York financial circles regarding the outlook for the stock market this spring, there is almost unanimous opinion that the end of the general advance in prices is not near.

Any appreciable downward movement in the near future, according to most commentators and members of the investment industry, will be an interruption rather than end to the bull market.

Those who support this view, point to the tremendous volume of money available for investment. This money has practically no place else to go at the present.

There is considerable support for the view that once civilian goods are plentiful, or in sight, some money at least will be taken out of the securities markets and put into goods or held for future purchases.

While such a trend, in itself, probably would not be sufficient to cause a disturbance in the stock market, it is a widespread belief that the next extended decline in the market will come after the wave of strikes is spent and consumer goods begin to roll off the production lines in large quantities.

From that point on actual earnings, rather than future prospects, on which the market now depends, are expected to be the determining factor in security prices. For that reason, many market observers say, the stock market should recover from any reaction in the next few months and go on to higher levels.

FINANCIAL

U. S. Rubber Sales Hit Alltime Peak in 1945

Consolidated net sales of United States Rubber Co. for 1945 reached a new high of $471,506,473, according to the fifty-fourth annual report to stockholders, issued by F. B. Davis jr., chairman of the board, and Herbert E. Smith, president.

This was an increase of 6.4 percent over sales of $443,077,453 reported for 1944, which had been an alltime high until last year. Net income totaled $13,024,778 after deducting all charges.

* * *

U. S. Rubber Dividends

NEW YORK. — United States Rubber yesterday declared a total in dividends of $4 a share on the 8 percent non-cumulative first preferred stock, $2 to be paid Mar. 11 to stockholders of record on Feb. 18, and $2 to be paid June 10 to stockholders of record on May 20. A dividend of 50 cents a share was declared on the common stock, payable Mar. 11 to stockholders of record on Feb. 18.

* * *

Nash Reelects Board

DETROIT. — Annual meeting of stockholders of Nash - Kelvinator was held last week at the Baltimore offices. All members of the present board were reelected by unanimous vote of the shares represented.

* * *

Gabriel Pays a Dime

The directors of Gabriel Co., Cleveland, have declared a 10-cent dividend on stock payable on Mar. 15 to stockholders of record Mar. 1.

* * *

Hudson Dividend

DETROIT. — Hudson Motor Car Co. last week declared a dividend of 10 cents per share payable Mar. 1 to stockholders of record Feb. 4.

Surplus Cloth Attacked By Auto Fibres Chief

WASHINGTON.—By channeling surplus textiles to clothing makers, the government is seriously depriving motor car manufacturers of essential interior fabrics, the War Assets Corp. was told last week by President J. R. Millar, of National Automotive Fibres.

"The automotive interior trim industry should have an even break with the clothing industry in the purchase of surplus textiles," Millar said. He declared that 4½ million yards of nylon parachute fabric were recently channeled to the garment industry by the Surplus Property administration on the grounds that it was needed for veterans' clothing. "Transportation needs of veterans are as serious as their clothing requirements," Millar asserted.

New Type Torsional Damper Announced by Houdaille Unit

DETROIT. — Houde Engineering division of Houdaille-Hershey Corp. here has announced a new type of viscous torsional vibration damper for internal combustion engines which, it is claimed, solves torsional vibration problems more ideally than any other device.

The new Houdaille damper has reportedly been accepted as a production unit by one of the country's largest diesel engine manufacturers, while other builders of both gasoline and diesel power units have reported highly satisfactory results from extensive preliminary tests.

Among the reasons cited for the interest in the damper are its simplicity, the fact that it is untuned and therefore minimizes both major and minor critical orders of vibration, and the claim that it will outlast the engine without maintenance or service.

Three parts go into the construction of the damper: the damper mass, its housing and a bronze bushing. The viscous substance employed is the newly-developed silicone fluid, chosen for its stability and its nearly flat viscosity curve which permits constant operating characteristics regardless of temperature ranges or changes. The housing is hermetically sealed to retain the fluid indefinitely.

It is pointed out that this new device is a true damper and not a detuner. The housing is attached rigidly to the engine crankshaft while the inner, free - running damper mass, in reality a fly-wheel, is separated from it by a thin film of the silicone fluid.

Because of the high viscosity of this fluid, the damper mass rotates at engine speed. When the minute plus and minus changes in velocity which produce vibration are transmitted from the crankshaft to the housing, the damper mass or flywheel, being heavy in comparison, tends to continue to rotate at constant speed.

THE CAR OF TOMORROW

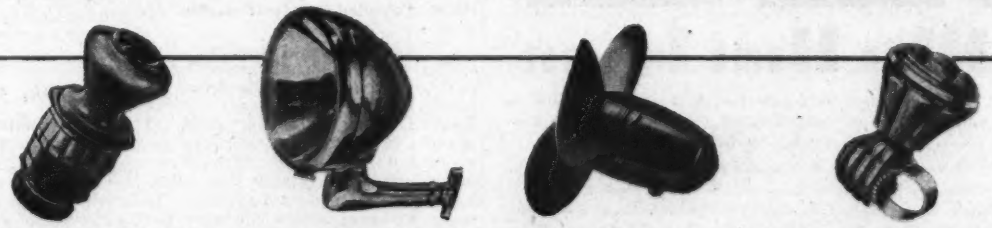
...AIN'T HERE TODAY!

When Time Magazine artist Boris Artzybasheff designed tomorrow's car for us, he really went (ha! ha!) "out of this world."

Imagine autos atomic-powered from a central receiving station by antennae on the back! Imagine autos with spiral spring wheels, stick controls, rocket jet propulsion!

The only trouble is that your customers can! They've been conditioned to expect "postwar wonders"—and miracles aren't happening. That's why your auto accessory business zooms in importance.

The right sort of accessories can make new cars more exciting—and old cars more satisfactory. And you can always count on Casco to come across!



CASCO LIGHTER.* Pops out automatically when it's ready for a light.
Advantage: *Greater driving safety—greater driving convenience. Available soon.*

CASCO SPOTLIGHT. Turns up, down, right, left—or in a full circle.
Advantage: *Greater driving safety plus extra visibility in all directions—back soon!*

CASCO FAN. Rubber-bladed, compact, efficient. Easy to adjust.
Advantage: *Greater driver safety. Defrosts in Winter, cools in Summer—back soon!*

CASCO STEERING CONTROL. Can be fastened anywhere on the steering wheel.
Advantage: *Leaves one hand free to signal. Makes steering easier—back soon!*

Casco Products Corp., Bridgeport 2, Connecticut

watch CASCO

*The standard lighter on 90% of American cars

for new and unusual contributions to better living

In the Hopper . . .

States Inclined to Ease Jobless Pay Laws

By Bethune Jones
Staff Correspondent

NEW YORK.—Continuation of a trend toward liberalization of state unemployment compensation laws, as to maximum benefits, duration of benefit payments, waiting periods before payments start and extent of coverage, is indicated by current state legislative developments throughout the country.

Such a trend has been in progress ever since the inception of these laws, but it was especially accelerated last year. While comparatively few legislatures convene in regular session this year, it appears likely that a number of them, as well as some meeting in special sessions, will further liberalize unemployment compensation statutes.

This action, which probably will be taken on a more widespread basis next year, when some 45 state legislatures will again meet in regular session, results to a considerable extent from belief that liberalization of the state laws will lessen pressure for federal control of the entire unemployment compensation system.

With state unemployment reserve funds now approximating a total of $7 billion, compared with less than $2 billion in early 1941, it is generally agreed that liberalization as to maximum payments, duration of payments and waiting periods is safe. Such action has been supported by employer groups which, like state officials, would rather have the state laws eased than have the federal government take over the whole setup.

If carried too far, however, and if combined with other proposals, such as making unemployment compensation readily available to strikers and broadening the system to include payment of sick benefits, the trend toward liberalization of these laws might weaken the reserve funds to the point where they could not carry through a period of sustained unemployment without adding to the tax burden of employers.

More Revenue Yielded

Unemployment taxes now produce far more revenue than any other single form of state taxation, yielding a total of more than $1,300 million in the 1944 fiscal year. The closest other form of state taxation was the total of $721 million produced by general sales, use or gross receipts levies.

Although the basic rate of the tax for unemployment compensation is 2.7 percent, it varies in most states according to the employment record of the employer. The rate is under state control, with the laws of more than three-quarters of the states providing for reduced tax payments by firms providing steady employment.

Reflecting the trend toward broadening and liberalization of unemployment compensation was retiring Gov. Colgate W. Darden's recommendation to the 1946 Virginia legislature that coverage be extended to employes of all firms, instead of those working in establishments employing eight or more persons, and that maximum compensation be increased from $15 for 16 weeks to $20 for 20 weeks.

In Rhode Island, Gov. John O. Pastore recommended that maximum benefits be increased from $18 for 20 weeks to $25 for 25 weeks. Gov. Maurice J. Tobin asked the 1945 Massachusetts legislature to set unemployment compensation at a maximum of $25 for 26 weeks instead of the present $21 for 23 weeks. A bill introduced in the New York legislature would increase benefits generally from $21 to $25 a week, with the additional provision of a $3 weekly benefit for each dependent child.

Would Aid Ill Workers

Pending at this writing in a special session of the California legislature, with the backing of Gov. Earl Warren, was a bill to provide the same benefits under the state unemployment compensation system for insured workers temporarily unable to work because of illness as are allowed now to those who find themselves jobless for economic reasons.

Pointing out that California is one of only four states requiring unemployment compensation contributions from workers, Gov. Warren declared that the state's reserve fund was sufficient to finance the proposed sickness benefits entirely from the employe contributions, without any new or additional contribution from employers.

Rhode Island is the only state now paying sickness benefits to workers, although an increasing number of states have evidenced interest in such broadening of social security, and labor groups have backed such proposals in many states. While both the Rhode Island and the proposed California programs call for financing from employe contributions, additional levies against employers would be the probable result if experience showed the need for increased support.

A new development in unemployment compensation legislation is a current drive by labor to obtain benefit payments for strikers. Members of the UAW-CIO picketed the New Jersey legislature at its opening this year in an attempt to force the enactment of such a measure.

CIO unionists recently conducted a demonstration in the Connecticut state capital in the efforts to get special session action on such legislation. They pointed out that strikers now can obtain unemployment benefits in Rhode Island, Pennsylvania and New York.

In the latter state's legislature, the CIO was advocating enactment of a bill to permit strikers to draw unemployment insurance benefits after one week on strike, instead of being required to wait seven weeks as at present.

Employer Relief Fought

Meanwhile, labor groups and other ardent advocates of broadened and more liberal unemployment compensation laws continue to oppose measures to ease the employer tax burden by rewarding those with stable employment with lower tax rates.

Under a bill introduced in the New York state legislature, employers of that state who saved $76 million in unemployment insurance tax payments in the first year of the state's new modified merit rating law would receive additional savings by increasing the maximum rebate from 60 to 75 percent of employer contributions.

The state CIO immediately announced, however, that it would not only fight this bill but also would seek suspension of the existing provisions for rebates to employers.

Liberalization of the coverage and benefit provisions of unemployment compensation laws already has made such progress that all states, without exception, have in some way liberalized these statutes since the adoption of the social security system. The trend was particularly pronounced last year, when 25 states increased maximum benefits and 28 states lengthened the period in which benefits may be paid.

As a result of this action, weekly benefit maximums of $20 or more now prevail in 27 states, in which approximately 78 percent of all covered workers are employed. Eleven states pay $18 weekly, three states pay $16, and 10 states pay $15. Originally only three states paid more than $15, and none more than $16.

Maximum benefit duration of 20 or more weeks now prevails in 33 states, which include approximately 80 percent of all covered workers. Twelve pay for 16 weeks, and two for 14 weeks. Originally only one state provided protection for as long as 20 weeks.

Waiting Period Reduced

The waiting period before benefits begin was originally three or four weeks in many states, whereas now 35 states, with more than 90 percent of all covered workers, require a waiting period of only one week, while Maryland has eliminated the wait period entirely. In the remaining states the wait period is two weeks.

Besides liberalizing provisions as to maximum benefits, duration of benefit payments, and waiting periods, there has been a steady trend toward the inclusion of all employers under the system.

As contrasted with the federal requirement that coverage be extended to persons working for employers of eight or more workers, firms employing one or more are now included in the laws of 13 states — Arkansas, California, Delaware, Idaho, Maryland, Massachusetts, Minnesota, Montana, Nevada, Pennsylvania, Utah, Washington and Wyoming — and the District of Columbia.

Other limits below eight are specified by the laws of all but 22 states, with the trend toward inclusion of smaller firms being increasingly pressed.

* * *

Labor Relations Board Proposed for N. J.

A New Jersey labor relations act is proposed in a bill introduced last week in the state legislature. It would create a three-member State Labor Relations board, each member of which would receive $10,000 a year. The board would ban "unfair labor practices," order reinstatement of fired workers when their dismissal was unwarranted and rule on work agreements in certain cases.

Another measure would provide a fine of $500, imprisonment for six months, or both, for employes who interfere with the right of collective bargaining. "Interference" is defined in one part of the bill as financing or controlling labor organizations and the employers' urging of employes to join such organizations.

* * *

Bill Seeks More Funds For Ky. Rural Roads

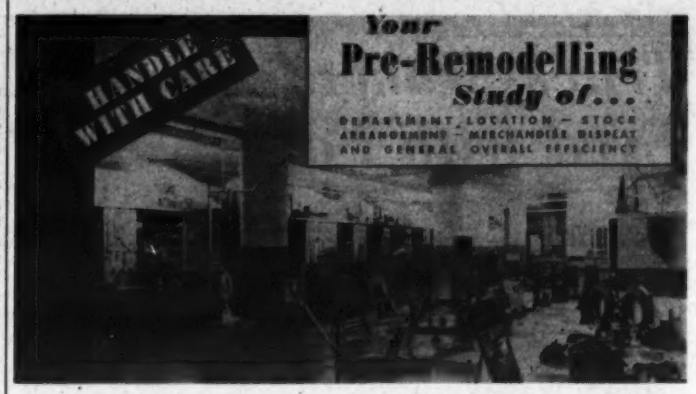
A bill to increase the state tax on gasoline from 5 cents a gallon to 6 cents was introduced last week in the Kentucky legislature.

Proceeds would be used exclusively for rural road development, based on the theory that today's program involves too much construction and maintenance of major roads, and leaves too little for country roads.

* * *

Tractor Gas Refund Passed by Georgia

A bill providing for refunds to farmers of state gasoline taxes paid on fuel used in tractors and other farm machinery was passed last week by the Georgia legislature and signed by Gov. Arnall.



MEWA HAS ISSUED to its members a new booklet, "Pre-Remodeling Study," to assist the wholesaler in making plans for his new store location and preparation of working plans for a remodeling program.

Pre-Remodeling Ideas

MEWA Gives Tips to Jobbers Making Plans For Store Alterations, Redecorating

CHICAGO.—Calling attention to the fact that "it is now the fifth year since any extensive remodeling of the automotive wholesale establishment has been possible" and that "the shortage of manpower and materials has made difficult even simple alterations and redecoration," the Motor and Equipment Wholesalers Assn. has issued a booklet outlining postwar ideas for jobbers.

"The addition of new departments and the expansion of some already established make necessary a complete and thorough study of the physical layout of the store and in some instances extensive rearrangement of the whole establishment," the MEWA "Pre-Remodeling" booklet points out.

Under the heading of "First Considerations," the following trends in the industry are listed as guides to the wholesaler's general plan of remodeling:

1. Your plans to add lines of heavy or bulky merchandise such as tires and tubes, oils and greases, and heavy machinery, would vitally affect your arrangements and requirements for warehouse storage space.

2. Your intention to open a new department calls for careful consideration of its location and needs of space and, most important of all, its proper location in relation to other departments and service facilities of the business.

3. The intention to handle rebuilt motors and major units would not only affect the size and facilities of your machine shop but would dictate its location at a point convenient for handling of heavy engines and units.

4. Your intention to increase your sales activities materially on shop equipment calls for increased display space and demonstration facilities, and has an important bearing on your storage space requirements for heavy merchandise.

MEWA recommends that wholesalers go into serious consultation with a telephone company engineer on the most suitable system for their needs; with a heating and ventilating contractor; with a building material dealer for information on the best use of acoustic, tile, glass brick and other materials; with a home furnishing or department store for advice on floor coverings, such as linoleums, cork and asphaltic tiles, and with a paint dealer for counsel on wall and floor finishes of the proper type, durability, and of practical and attractive colors.

Good light and air are two of the principal contributions to comfort," the association further stresses. "They are appreciated by your customers and your employes and have a direct effect on employe efficiency.

The brochure covers layouts of the general office, purchasing department, order department, sales department, store front, parking lot, display floor, counter, store manager's office, receiving and shipping room, and machine shop.

Girard Dissolves

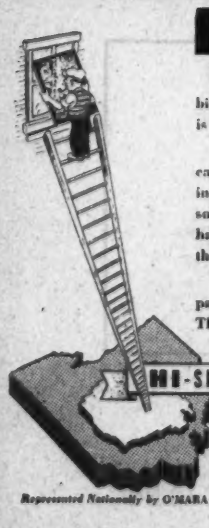
A statement of intent to dissolve the corporation has been filed in the secretary of state's office by Girard Motor Sales Co., Girard, Ill.

HI in Home Interest

That constant moving observed in the HI-spot of OHIO — billion-dollar market influenced by The Columbus Dispatch — is merchandise leaving dealers' shelves. The people *stay put!*

More than 35% of Columbus people own their homes. Indications are 12,000 more houses will be built by 1950. Even traveling salesmen prefer Columbus to the farmer's daughter — 5,000 sons of the sample case living in Columbus. Columbus, in 1944, had more Victory Gardens (and blisters!) than any city its size in the United States.

Build sales on a firm foundation through The Columbus Dispatch, the proved, low-cost medium enjoyed by your customers at THEIR convenience.



Informed people rely on the daily newspaper for ALL the news.

Columbus DISPATCH

Represented Nationally by O'MARA & ORMSBEE, Inc.

ELKS SEE

Elks see more people than any other group of 715,000 individuals

THE Elks MAGAZINE

Auto Advertising

'Greatest Future' . . . C-E Birthday

By Bob Finlay

With American advertising creating wants around the world and American industry supplying the goods to fill the wants, America's future can be greater than ever, said Thomas H. Beck, president of the Crowell-Collier Publishing Co., at the Economic Club of Detroit last week.

Beck told with salty humor the taste of American ways other countries have had through doughboy representatives.

As for our own country, Beck said, it was advertising that doomed the Saturday night tin tub and brought modern plumbing. We've created a whole series of wants, and then created convenience of purchase and convenience of payment.

Many people look on mass production as a way of making money, he asserted, but actually it is one of the greatest humanitarian achievements.

Happy Birthday

The auto capital's oldest advertising agency, Campbell-Ewald Co., marked its 35th birthday last week.

Henry T. Ewald, the founder, still directs the agency which has handled some of the biggest accounts in the country and has retained the Chevrolet account, the country's largest, for 25 years.

Its first account was Hyatt Roller Bearings, then headed by Alfred P. Sloan jr., who now is chairman of the board of GM, and Campbell-Ewald still retains that account. Others include GM institutional, Burroughs Adding Machines, U. S. Rubber, Norge, Stran Steel and Delco Batteries.

Ad Fund Out

Proposed use of $200,000 of Virginia highway funds for state advertising and publicity during the next two years has been stricken from the pending general appropriation bill by voice vote of the committee members working on the bill.

Neat

Just got a look at the Executives Digest of the *Farm Journal*. It's a neat and interesting job. *Farm Journal*, by the way, has added a boys' department to be edited by Franklin M. Peck.

Campaign

The "increased car life" theme takes second place to a concentrated drive on the public safety idea in advertising of Bear Mfg. Co. this year. "Accident that didn't happen" is the keynote. Van Auken & Ragland is handling.

Lincoln

Luxurious is the word for Lincoln's new brochure.

Sketch Book

Then there's the radio sketchbook of personal aviation put out by Bendix Radio division of Bendix Aviation, with its clean-cut artist's touch.

Raybestos-Manhattan

A new advertising campaign, based on a new idea in advertising brake lining, will be launched this month by Raybestos division of Raybestos-Manhattan, Inc., Bridgeport, Conn. Key medium of the program will be an extensive schedule in the *Saturday Evening Post*, plus a large selection of trade papers in the automotive, fleet and industrial fields.

The theme of the campaign is developed in the story "Full-Range" Brake Control with an added safety feature "Check Brakes — Reline with Raybestos." Keeling & Co. is the agency.

Don't Forget

Jim McMahon, of the Corn Belt Farm Dailies, reminds us that along with auto shows the International Live Stock Exposition will be revived this year. Dates are Nov. 30 to Dec. 7.

Y & R Expands

Young & Rubicam, Inc. has added seven men to its Detroit staff and opened new offices at 1866 Penobscot Bldg. (Cadillac 0067), George W. Davis, vice-president in charge of Detroit operations, announced last week.

The new staff members are David V. Cleary, copy and contact; John R. McAlpine, traffic and production manager; George W. Black jr., contact and new business; Burns J. Cody, cooperative advertising manager; Claude R. Streb, art director; Robert S. Edwards, production department, and Thoburn (Toby) Wiant, public relations and publicity.

Names

Confirming a report here Jan. 28, Morris F. Swaney, president of Trade Development Corp., Chicago, announced last week that **Austin F. Bement** has become a partner in the agency and that TDC has opened a Detroit office in the Dime Bank Bldg. Elected a vice-president, Bement will be active in the handling of the agency's accounts including Kaiser-Frazer Corp.

A. F. Bement

Bement, who served 40 months in the AAF, was vice-president and general manager of Grace & Bement, Inc., Detroit advertising agency, when he entered the service. Prior to the formation of that firm in March, 1935, he had been vice-president of Erwin-Wasey & Co., Chicago, after nine years as president of Austin F. Bement, Inc., with offices in Detroit and Chicago.

G. Bob Greene has been appointed advertising manager of Chicago Show Printing Co. and its industrial and consumer products division, Mystik Adhesive Products.

Graham Patterson, publisher of *Pathfinder*, has announced the appointment of **Arch L. Thiele** as director of sales development and merchandising for the publication.

Earl L. Coppock, recently honorably discharged as a Navy lieutenant commander, has been named manager of the sales promotion department of Packard. Coppock will supervise all company sales promotion activities, including training of new and used-car salesmen and sales managers, sales stimulus activities and other programs to improve techniques of retail selling and sales management.

E. L. Coppock

Roche, Williams & Cleary, Inc., Chicago, announces the addition of three ex-servicemen to its production and service staff. They are **Vincent H. Mongoven, David Rusch** and **Russell Taylor.** All are veterans of three years' military service. Mongoven and Rusch in the Army, Taylor in the Navy. Mongoven has been with the agency since 1932. **Vincent R. Vassolo,** also a veteran, has joined the copy staff, and **James A. Greer** has been added to concentrate on engineering phases of the agency's accounts.

R. F. Given, vice-president and general manager of the American Installment Credit Corp, New York city, announces the appointment of **Robert G. Richards** as advertising manager. Richards, formerly in charge of sales promotion for the Home Life Insurance Co., will have charge of advertising for the American Bank Credit Plan of automobile financing for dealers and customers.

R. G. Richards

Leo B. Pambrun has joined the advertising department of Stewart-Warner Corp. as assistant advertising manager in charge of the radio division, it is announced by Fred R. Cross, advertising manager. Pambrun, who served in the Marine Corps, was assistant advertising manager of Crosley Radio Corp. of Cincinnati for two years.

Women have a lot to say . . .

Hold it, now. That crack isn't meant to lampoon the ladies nor give the cynics a field day. It simply paves the way to a great truth, to wit: *women have a lot to say about selecting and buying automobiles.*

You have watched Mr. and Mrs. at an Auto Show, or browsing about a local show room. Pop bustles around with a learned look to peer at pistons, goggle at gadgets, paw the instrument panel, wrestle the wheel. Mom calmly cons a set of color panels, fingers upholstery samples, slips into the back seat for a span of comfortable contemplation —and while Pop may do the signing on the dotted line, Mom, as usual, has a lot to say.

You automotive people are well aware of this feminine buying influence, of course; and you meet it by using local media with fruitful feminine followings.

Like The Sun in Chicago . . . not only a powerful influence among men in America's Second Major Market, but a newspaper that has *earned* the respect and support of hundreds of thousands of women who look to it every day for advice and aid on this and that about the home and family. These alert, enterprising women *buy* and *read* The Sun, *believe* in its content—advertising as well as editorial—because it performs a needed, wanted service!

Look at it any way you like: women give The Sun consideration and confidence because its pages give them something above and beyond an hour of pleasant reading. Local advertisers give The Sun support—make it their Number Two Medium in this five-paper town—because *it pays* to reach that audience of women looking beyond the headlines.

That's why the national advertiser, too, needs The Sun . . . because the newspaper local advertisers depend upon for day-by-day returns is the medium the national advertiser turns to for his "in" on the local market.

And in Chicago it's The Sun, naturally, for automotive advertisers . . . because The Sun's audience of women readers "have a lot to say . . ."

400 West Madison Street, Chicago 6, Illinois **THE CHICAGO SUN** 250 Park Avenue, New York 17, N. Y.

National Representatives: THE BRANHAM COMPANY

CHICAGO: 360 North Michigan Ave. • NEW YORK: 230 Park Ave. • Atlanta • Charlotte • Dallas • Detroit • Kansas City • Los Angeles • Memphis • St. Louis • San Francisco

Auto Personnel

Miller, Pursell Head Up Trailmobile Sales Units

D. H. Miller has been appointed divisional sales manager for Trailmobile, responsible for sales and service operations throughout Michigan, Indiana, Ohio, western Pennsylvania and western New York.

L. C. Pursell

D. H. Miller

L. C. Pursell is the new sales manager of the eastern division for Trailmobile, it is announced by the firm's vice-president in charge of sales, A. L. Struble.

* * *

Cresap, McCormick, Paget Start Management Firm

Three recently discharged officers last week announced the formation of a new firm to engage in management engineering and business surveys. They are **Col. Mark W. Cresap jr., Comdr. Willard F. McCormick, USNR,** and **Capt. Richard M. Paget, USNR.** The firm will be known as Cresap, McCormick & Paget.

Prior to his Navy tour, Paget was a partner of Booz, Allen & Hamilton, management engineers. From 1938 to 1942 McCormick was with United States Steel as a management engineer. For 14 years prior to 1938 he was with Remington Rand. Cresap was engaged for six years in management engineering and later was a senior officer and executive of a large men's apparel manufacturing concern. The firm is located at 120 Broadway, New York.

* * *

Three New Positions Filled by General Tire

New positions have been created at General Tire & Rubber Co. to meet expanding production requirements.

A. W. Phillips has joined the General organization as production assistant to C. J. Jahant, vice-president in charge of operations. Phillips has had 31 years of experience in the rubber industry and during the last five years was in charge of tire production for B. F. Goodrich Co.

John L. Mead has been appointed assistant to Jahant in charge of staff activities. Mead came to General in 1928 and has occupied positions in production, time study, methods, standard practice and labor relations.

Albert J. Teusch becomes assistant director of industrial relations for General plants. He has been handling personnel and labor relations at General's Wabash (Ind.) factory for nine years.

* * *

Firestone Names Tobias Dominion Sales Manager

Announcement was made last week by R .I. Raycroft, general sales manager of Firestone Tire & Rubber of Canada, Ltd., of several changes in the sales staff. **S. S. Tobias,** formerly manager at the London and Toronto branches, has been promoted to sales manager; **E. H. Snider,** formerly supervisor of Firestone war contracts, has been appointed manager of manufacturers' sales, and **Stephen F. Palmer** has been made manager of truck, bus and tractor tire sales.

Tobias has 25 years of tire sales experience. Snider has served in various capacities for 23 years. Palmer started as a salesman at the London branch, transferred to Hamilton and during the war years was with the war products division.

* * *

6 Regional Sales Chiefs Named by C-P Farm

G. O. Britton, director of sales for the Farm Equipment division of Graham-Paige, announced the appointment of six regional sales managers to supervise national distribution of the Frazer tractor, the Rototiller and a line of various farm implements.

Regional managers have been allocated territories as follows: eastern, with headquarters in New York: **L. R. Kilbourne;** southwestern, with headquarters in Dallas: **Thomas Mackey;** west central, with headquarters in Omaha: **Bernard A. TePaske.**

West coast, with headquarters in Los Angeles: **Edward L. Peterson;** central, with headquarters in Chicago: **P. T. Regan,** and southeastern, with headquarters in Atlanta, **J. B. Burnet.**

* * *

Fors & Savage Named By Pump Concern

Gerotor May Corp., Baltimore and Logansport, Ind., last week announced the appointment of Fors & Savage, Inc., 2832 E. Grand Blvd., Detroit, as representatives in metropolitan Detroit and adjacent territory.

The firm is owned and operated by **William J. Fors** and **M. B. Savage.** Fors has been active in the mechanical field in the Detroit territory for 30 years, having been associated with several automobile firms. **M. B. Savage** was formerly connected with Chrysler.

* * *

Consulting Firm Formed By Lilygren, Taylor

Announcement of the formation of Lilygren & Taylor, industrial consultants, last week launches an organization headed by two veteran automobile men. **George N. Lilygren,** with Briggs since 1928, was assistant controller in charge of estimating, time study, cost analysis and control, preceding his resignation.

Elgan Taylor, with Briggs for the past 18 years, was general supervisor of estimating, time study, processing and costs for the five years prior to leaving in December Offices will occupy the entire ninth floor of the Mortgage & Bond building, Woodward avenue at Larned street, Detroit.

* * *

IMPORTANT in the postwar sales program of General Tire & Rubber Co. are two men from the West Coast division. **Dan A. Kimball** (right), former Pacific Coast regional manager, who served during the war as manager of the government sales department in Washington, has been named vice-president of General Tire of California and in that capacity is directing the operations of the two rocket plants operated by the company in Southern California. **Dan Collins,** formerly of the Denver branch, has been transferred to Akron as manager of the dealer relations department.

Timken Axle Appoints Thoroughgood on Coast

Walter F. Rockwell, president, announced the appointment of **Marvin F. Thoroughgood** as West coast regional representative of Timken - Detroit Axle Co.

Thoroughgood

Thoroughgood, just returned from three years of service with the U. S. Coast Guard, brings to Timken over 20 years of experience in the automotive sales and service field. Before the war he was for five years Pacific Coast general manager of Columbia Axle Co., Cleveland.

* * *

Armco Division Makes Management Changes

Formation of a new department and several additional executive appointments to the staff of Rustless Iron and Steel division of American Rolling Mill Co. were announced in Baltimore last week by **G. D. Moomaw,** general manager.

A development engineering department has been established. It will be headed by **Stanley P. Watkins,** former manager of Rustless market development department. **Thomas L. Moore,** formerly manager, western sales, has been named assistant manager of the new development engineering department.

Appointment of **Peter B. Kline** as assistant manager of stainless bar and wire sales also was announced. Kline formerly was manager, eastern sales. **George W. Clearwater** has been elected assistant treasurer of American Rolling Mill Co., and has been named office manager of Rustless division. He has been with Rustless since 1940 and was treasurer prior to the recent merger with Armco.

* * *

Fouts Named Output Director Of U. S. Rubber Export

C. L. Foutz, formerly factory manager for United States Rubber Co. at the Charlotte ordnance plant, and subsequently acting general manager of the company's munitions division, has been appointed director of manufacturing for United States Rubber Export Co., Ltd., it was announced last week by L. C. Boos, president and general manager of the export company.

Foutz will be in charge of production at company-owned and affiliated plants in Cuba, Colombia, England, Mexico, Sweden, Uruguay and Venezuela. These plants are engaged in the manufacture of tires and rubber footwear.

* * *

Nine Branches Added By Universal Credit

Universal CIT Credit Corp. last week announced the opening of nine branch offices. The managers are Andrew J. Carrol, Watertown, Mass.; A. F. Brauns, Mount Vernon, N. Y.; Charles J. Martin, Sandusky, O., George F. Cavanaugh, Athens, O.; Waldron T. Higgins, New London, Conn.; J. B. Lee, Kinston, N. C.; William A. Emerson, Portsmouth, O.; H. C. Myers, Decatur, Ill.; Louis D. Hazen, New Castle, Pa.

* * *

Gloss Succeeds Goodale At New Departure

Eugene E. Gloss has been designated service manager of ball bearings, Lester G. Sigourney, general sales manager, New Departure, division of General Motors, announced last week.

He succeeds **Harold R. Goodale** who resigned to go into private business.

* * *

Weatherton Quits Ford, Ending 30-Year Service

H. E. Weatherton, traffic division head of the Louisville branch, has retired on pension after having completed a 30 - year career with the Ford Motor Co., Phil A. Boykin, branch manager of the Louisville plant, announces.

* * *

Sun Oil Ups Markley, Leister, Anders in Sales

Appointment of **Frank R. Markley** as general sales manager of Sun Oil Co. has been announced by **Samuel B. Eckert,** vice-president in charge of marketing. Markley, formerly manager of the company's Industrial Products department, will serve as assistant to Eckert in the conduct of all sales activities.

Eckert also announced the appointment of **Maximilian H. Leister** as general manager of Sun's Motor Products department. **Ray H. Anders** has been appointed to succeed Markley as manager of the Industrial Products department.

* * *

Smith Resigns Managership Of Stinson Division

Tom Y. Smith announced last week that he had resigned as manager of the Stinson division of Consolidated Vultee Aircraft.

Smith had been a Stinson executive since 1940, when he joined the organization as chief industrial engineer. In 1942 he was made assistant division manager and in August, 1944, he became division manager.

* * *

Ihlan, Neely, Van Daam Go to Regional Cities

Appointment of three new district managers was announced last week by **Stewart W. Munroe,** general sales manager, Chrysler. All three have had extensive experience in various phases of the automobile business.

Charles B. Neely has been assigned to the Washington, D. C. region, with headquarters in Richmond, Va.; **Orville L. Ihlan** goes to the Seattle region, and **Edward Van Daam** will operate in the Syracuse region, with headquarters in Buffalo.

* * *

Ditzler Appoints Kress Assistant Sales Manager

William H. Hogben, sales manager of the Ditzler Color division of Pittsburgh Plate Glass Co., Detroit, announces the appointment of **E. Dudley Kress** as assistant sales manager.

E. D. Kress

Kress began his career in the auto industry in 1921 with Buick. From there he moved to Chrysler Corp., where he spent five years in planning and sales. In 1931 Kress joined Ditzler sales.

* * *

Marion in New Post

Appointment of **William H. Marion** to represent Progressive Welder Co., 3050 E. Outer Dr., Detroit, was announced by L. M. Benkert, general sales manager. Before serving with the Procurement Division of the Army Transport Command, Marion was director of purchases of Taylor-Winfield Corp., Warren, O.

* * *

DePaolo Resumes Post

Peter DePaolo, special representative of Hastings Mfg. Co., Hastings, Mich., has resumed his former duties after a leave of absence since March, 1942, when he entered the Army Air Force Technical Training Command, as civilian consultant.

* * *

Hickcox Goes to Coast

R. T. Hickcox, former member of the research department of Goodyear, has been assigned to the Los Angeles sales offices representing the plastics and coatings department of the newly organized chemical products division.

* * *

Warren Joins Trico

William C. Warren jr., of Buffalo is joining Trico Products Corp. in an executive capacity. He has been a member of the Price Adjustment Board of the Army's Rochester Ordnance District.

* * *

Glen Heads Die Sales

Carboloy Co., Inc., has created a separate Die Sales division. **A. E. Glen,** until recently sales engineer for Carboloy on special die applications, has been advanced to the position of manager of the new division.

* * *

Geary Quits Post

Edward P. Geary, who has been assistant vice-president in charge of sales of Rustless Iron and Steel Corp. for the last 6½ years, has resigned. Geary has not yet announced his future plans.

—Transatlantic Daily Mail Photo

HERE IS a British designer's conception of a flying auto showroom. However, Arthur A. Riley, Boston correspondent of Automotive News, reports that an American air carrier probably will be the first to put a transport plane into actual sales use over a far-flung area. Early in April, he says, Trans-Caribbean Air Cargo Lines will start the first merchandising air tour of 16 major cities in 11 countries of Central and South America.

Auto Personnel

Hewitt Rubber Appoints 3 To Key Output, Sales Posts

Hewitt Rubber Corp. announced last week three new executive appointments in the production and sales departments. **F. C. Traver**, formerly with Gates Rubber Co., Denver, has been named manager of the molded products division, a new position created by Hewitt's expansion of molded rubber items. The company has ordered a large volume of special equipment for this production, which will be installed in a new plant.

F. C. Traver

Robert A. Nilsen has been appointed production superintendent of restfoam. Nilsen was previously production superintendent of the latex foam division of U. S. Rubber Co., in Mishawaka, Ind. **L. C. Holloman**, formerly of the production department, has been appointed to the sales staff in charge of restfoam product development and sales.

R. A. Nilsen

L. C. Holloman

* * *

U. S. Rubber Names Five As District Managers

With the announcement of the opening of several new branches by United States Rubber Co., W. D. Baldwin, sales manager, U. S. Tires division, also announced appointments of new district managers for these branches and other departmental appointments.

New branches for U. S. Tires have been opened for the Jacksonville, Fla., district with **William O'Sullivan** as district manager; for the Cleveland district with **J. L. Updegraff** as district manager and for the Indianapolis district with **M. M. Littlejohn** as district manager.

E. J. Bassine, formerly district manager at Philadelphia, has been appointed district manager for the New York district, replacing **G. C. Gaillard**, who has been assigned to the general office. **E. B. Magowan**, formerly assistant district manager at the Philadelphia branch, has been appointed district manager. **J. C. O'Gorman** has been appointed manager of the commercial merchandising department and **A. W. Fuller**, manager of the farm tire department, at the general offices in New York.

* * *

Chrysler Boosts Melvin To Head Montreal Area

Pat J. Melvin has been appointed sales manager in charge of the Montreal region of the Chrysler-Plymouth - Fargo division of the Chrysler Corp. of Canada, Ltd., according to J. C. McGuire, division sales manager.

Melvin joined the Chrysler organization in 1937 at Montreal. With this appointment he is promoted from assistant regional sales manager. His territory will include Quebec, the Maritime provinces and the Ottawa valley.

* * *

Price Elected President Of Westinghouse Electric

Westinghouse Electric Corp. announced last week the election of **Gwilym A. Price**, president, succeeding **George H. Bucher**, resigned. Price as president will also be the chief executive officer. **A. W. Robertson**, who as chairman has been the chief executive officer since 1929, has reached retirement age.

Bucher was elected vice-chairman of the board and will continue to serve as chairman of Westinghouse Electric International Co., which handles all export business of the parent company. At the age of 50, Price is one of the country's youngest directing heads of a major corporation. He was elected a vice-president in 1943, and had been executive vice-president since 1945. He was elected a member of the board in January, 1945.

* * *

Chrysler Appoints Samson As Budget Director

Herman L. Weckler, vice-president and general manager of Chrysler Corp., announced last week that **D. A. Samson** has been appointed budget director for Chrysler Corp. Samson began his service with Dodge Bros. in 1915 and has been active in management and construction work at Dodge and with the corporation ever since.

D. A. Samson

In 1941, Samson was appointed operating manager of the corporation's Warren Ave. plant which was used for the manufacture of airplane parts during the war. He remained in that capacity until receiving his present appointment.

* * *

Studebaker Adds Three To Field Service Force

Three additions to Studebaker's field service organization have been announced by Don. O. Wilson, general service manager. Assignments follow:

To Cincinnati — **Harry E. Hill**, one-time chief test pilot for Curtiss-Wright and service representative for a large auto manufacturer.

To Pittsburgh — **Paul A. Nelson**, during the war associated with the Chicago ordnance district and for 23 years previously with a Petersburg (Ill.) firm.

To Memphis — **Braxton D. Wood**, for 10 years a mechanic and foreman and for 18 months connected with the Wolf Creek (Tenn.) ordnance plant.

* * *

Underwood to Direct Pioneer Purchases

M. R. Underwood is now affiliated with Pioneer Engineering & Mfg. Co., A. M. Sargent, president, said last week. Underwood will be director of purchases for both Pioneer Engineering and Pioneer Pump & Mfg.

He has previously been connected with Aviation Corp., Packard and Hudson.

* * *

Rosser, Lofquist Named Assistant Ethyl Managers

Appointment of **George P. Rosser** as assistant manager of the Kansas City division and **Gerald A. Lofquist** as assistant manager of the Chicago division was announced last week by Ethyl Corp.

Rosser, recently released by the U. S. Army with the rank of lieutenant colonel, joined Ethyl in 1930 and served as assistant manager of the Atlanta division before entering military service in 1942. Lofquist became associated with Ethyl in 1939 as a field engineer in Illinois and has been safety engineer with the Chicago division for the past three years.

* * *

Magrum Quits Houdaille For Mundet Cork Post

Gervase M. Magrum, research manager of the Houde Engineering division of Houdaille - Hershey Corp., has resigned to become vice-president in charge of engineering and manufacturing of the Mundet Cork Corp., Brooklyn.

Magrum was with Houde for 16 years and had carried on extensive research in automotive acccssories.

* * *

Kelley Names Aldridge President, Treasurer

Election of **Frank M. Aldridge** as president and treasurer of J. W. Kelley Co., of Cleveland, manufacturers of industrial oils and heat treating products, and completion of the firm's new $100,000 plant and executive headquarters was announced last week.

Aldridge resigned as national sales manager for Ohio Tool Co. to direct Kelley's postwar expansion program, which contemplates a doubling of production, due to new facilities, and even wider distribution through the six-state territory they now serve.

* * *

HERE IS AN AUTO top and upholstery of Duran, a new synthetic film made from Geon polyvinyl chloride resins, which are said to be washable, impervious to sunlight, acids, oils and alkalies, and claimed to last the life of any car. The sample in this picture, made at the convention of the Society of Plastics Engineers in Detroit, is of antique ivory finish on a bright red car. The material, made by the Masland Duraleather Co. of Philadelphia from raw material of B. F. Goodrich Chemical Co., will eventually be available in an almost unlimited range of vivid colors.

Gulick to Superintend Goodrich Tire Making

J. E. Gulick has been named general manager of the Tire Manufacturing division of B. F. Goodrich Co., it is announced by T. G. Graham, vice-president. Gulick, who succeeds A. W. Phillips, resigned, will direct all tire manufacturing operations of the company in the United States.

J. E. Gulick

General superintendent of the De-Icer and Fuel Cell division since October, 1941, Gulick has directed technical development and production of vast quantities of these war materials in the company's plants throughout the country.

* * *

Berg Accepts Position With Sales Book Firm

Treadwell K. Berg, for several years manager of the Empire Automobile Merchants Assn., has joined the staff of Harold L. Taylor, Inc.

* * *

Continental Names Dolph Vice-President in Sales

Palmer A. Dolph has been elected vice-president of Continental Motors Corp. to fill the position of assistant sales manager of the Automotive and Transportation Engine division, C. J. Reese, president, announces.

Dolph has been connected with Continental for 30 years in the production, service and sales divisions. In recent years he has been middle west district sales manager.

* * *

Brookins Names Spalding General Sales Manager

Leo Spalding, widely known throughout the automotive service industry as a jobber and sales executive for equipment manufacturers over the past 24 years, has been appointed general sales manager of Brookins Mfg. Co., division of Balcrank, Inc.

He replaces **J. T. Roth**, who recently resigned, it was announced last week.

* * *

Lynch, Wilde Form Firm For Foreign Trade

Robert J. Lynch, formerly special assistant to the Secretary of State and for 12 years closely associated with Edward R. Stettinius jr., both in government and when the latter was chairman of United States Steel Corp., has organized the firm of Lynch, Wilde & Co., Inc., 1900 Q St., N.W., Washington, to engage in foreign trade.

Associated with Lynch is **Col. H. George Wilde**, formerly executive officer, Procurement and Distribution Service of the Signal Corps.

* * *

Gillette Opens Detroit Office; Gotshall New Chicago Chief

The Gillette Tire division of U. S. Rubber has opened a district office in Detroit, it is announced by H. C. McDermott, Gillette sales manager. The office, which is located at 5850 Cass Ave., Detroit 2, will be in charge of **R. B. Frye**, district manager for Gillette.

C. E. Gotshall has been appointed Chicago district manager for Gillette. Gotshall joined Gillette in 1940 as sales representative for Eau Claire, Wis.

* * *

Dee Is Named Director, Vice-President of Woodall

Herbert C. Dee has been elected to the board of directors and to a vice-presidency of Woodall Industries, Inc., it is announced by H. J. Woodall, president.

Dee was founder and president of Service Industries, Inc. and Service Products Co. of Chicago, prior to their recent acquisition by Woodall. Dee remains in active charge of both these units, which continue as operating divisions of Woodall.

* * *

Goodyear Post in Cleveland Assigned to Summers

William H. Summers, former Washington, D. C. district manager for the mechanical goods division of Goodyear Tire & Rubber, has been transferred to Cleveland in a similar capacity, W. C. Winings, manager, said last week. He replaces **R. E. Britt**, Cleveland district manager, who is leaving the company to head up Central States Industrial Supply Co., new Goodyear jobber in Cleveland.

* * *

Commercial Credit Opens Seven New Offices

Commercial Credit Co. last week announced the opening of seven new offices with the following managers in charge:

George A. Fisher, Durham, N. C.; **Ralph E. Comstock**, Newburgh, N. Y.; **G. J. Eckhardt**, Hempstead, L. I., N. Y.; **Dorman W. Morris**, Salisbury, N. C.; **William J. Stewart**, Alexandria, La.; **H. M. McIlroy**, Hibbing, Minn.; **R. G. Burdick**, Springfield, O.

* * *

Jansen Heads Operations At Bendix Helicopter

Peter N. Jansen, formerly director of manufacturing of the Airplane division of Curtiss-Wright Corp., has been elected vice-president in charge of operations of Bendix Helicopter, Inc., it is announced by Claire L. Barnes, president.

At Curtiss, Jansen directed the aircraft production program, including such warplanes as the P-40s, Helldivers and C46 cargo craft.

* * *

Fitzgerald and McAlonan Promoted by Goodyear

R. W. Fitzgerald, manager of Detroit district for Goodyear Tire & Rubber since July, 1942, has been promoted to Western division manager, with headquarters in Los Angeles. Newly appointed Detroit district manager is **M. C. McAlonan**, formerly manager of Oklahoma City district, it was announced last week by Goodyear.

Fitzgerald

McAlonan

McAlonan joined the company Feb. 11, 1925, as a cost clerk. After having filled various positions in the auditing, operating and retail stores divisions, he was made manager of the Huntington, W. Va., store in September, 1935. Fitzgerald started with Goodyear as a general line salesman in Milwaukee in October, 1919, becoming truck tire salesman in Chicago in 1924. In 1934 he was made assistant district manager at Chicago, in 1935 manager of the Omaha district and in July, 1942 manager at Detroit.

* * *

Grider, Benore Named Pharis Executives

Furber Marshall, president, Pharis Tire & Rubber Co., last week announced the appointment of two new officials to the executive staff.

Frank E. Grider has been named personnel director and **Frank Benore**, manager of the service store.

* * *

Conrad, Huntington, W. Va., Named by Kaiser-Fraser

Buck Conrad, Huntington, W.Va., has been named distributor in that section of the state for Kaiser-Frazer.

Daniel L. Beck, Director

APTITUDE TESTS
enable
EMPLOYERS
to pick and place
EMPLOYEES
with more certainty than ever before!

APTITUDE and other psychological tests make clear an individual's FITNESS FOR THE JOB, whether sales, service, production, or office. They give you a comprehensive PERSONAL ANALYSIS of his ABILITIES, INTERESTS, and PERSONALITY factors.

EMPLOYERS receive factual information which can be used as an important additional tool in making their hiring and promotion decisions.

RETURNING VETERANS are finding our tests especially effective in giving them a new lease on life, a clearer view of their paths to a successful future.

INDIVIDUALS learn the kind of work they can best succeed in, or the kind of studies they should follow.

Write or attach this ad to your letterhead for free folder explaining our plan, and how these tests may be taken in your own home or place of business.

EXECUTIVES SELECTION & TRAINING INSTITUTE
906 Maccabees Bldg. Telephone
Detroit 2, Mich. TEmple 11-55-1

Trucks Total 668,578 . . .

Car Output Hit 83,792 In '45, U.S. Reveals

WASHINGTON.—Truck production in 1945 dropped to 668,578 units from 761,368 in 1944, largely because of the changeover from military to commercial vehicles following V-J Day and the work stoppages in the fourth quarter, the Civilian Production Administration reported last week.

Passenger car production totaled 83,792 units from the start of production in July through December, 1945, CPA said.

(EDITOR'S NOTE: *In its Dec. 31 issue,* AUTOMOTIVE NEWS *estimated 1945 car production at 82,445.*)

These 83,792 units represented the first automobile production since February, 1942, when private passenger car production was stopped by the War Production Board to divert automotive materials to war use.

The chief factor in the overall truck production decline, CPA said, was the lowered output of light-heavy trucks from 266,329 in 1944 to 209,434 in 1945. This drop reflected the sharp decrease in military demand in September of this truck type; military production declined to 1,192 units in that month from a peak monthly production of 25,093 units in March, 1945.

Medium and light trucks are in greatest demand numerically for civilian needs, CPA said. Post V-J Day production of both of these sizes increased sharply through November but production progress was halted by the General Motors strike and other work stoppages, the agency reported. This trend was indicated by a jump in civilian light truck production to 16,912 units in November from the year's low of 3,993 in July, while medium trucks increased in production to 30,754 units in November from a monthly low of 10,275 units reached in April, 1945.

Automobile production in 1945 showed large percentage increases once complete wartime restrictions were removed on Aug. 30, 1945: jumping from 359 units in July to a peak of 34,611 in November. December production tapered off to 30,022 units, reflecting the work stoppages during that month.

The accompanying tables list monthly truck production for 1945 and automobile production during the last six months of 1945:

1945 Car, Truck Output

TRUCK PRODUCTION

Light

	Jan.	Feb.	Mar.	Apr.	May	June	
Military	21,631	20,641	21,925	18,352	18,633	16,906	
Civilian		159	1,784	4,746	5,688	5,522	
Total	21,631	20,800	23,709	23,098	24,321	21,828	
	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
Military	10,693	4,403					
Civilian	3,993	5,283	6,240	9,264	16,912	12,606	
Total	14,686	9,686	6,240	9,264	16,912	12,606	204,771

Medium

	Jan.	Feb.	Mar.	Apr.	May	June	
Military	35,277	3,378	3,994	3,645	3,536	2,093	
Civilian	11,183	10,534	12,829	10,275	12,003	12,017	
Total	14,710	13,912	16,823	13,920	15,529	14,110	
	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
Military	1,455	2,424	1	127	52		
Civilian	12,558	16,851	17,830	25,982	30,754	11,132	
Total	14,023	19,275	17,831	26,109	30,806	11,132	208,180

Light Heavy

	Jan.	Feb.	Mar.	Apr.	May	June	
Military	21,994	21,357	25,093	21,693	22,412	20,905	
Civilian	3,464	3,400	3,136	3,408	3,793	4,350	
Total	25,458	24,757	28,229	25,101	26,205	25,155	
	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
Military	18,113	8,807	1,192	929	479	748	
Civilian	3,652	3,731	4,632	4,273	4,126	3,847	
Total	21,765	12,538	5,824	5,202	4,605	4,595	209,434

Heavy Heavy

	Jan.	Feb.	Mar.	Apr.	May	June	
Military	5,233	4,602	5,706	4,909	4,351	4,121	
Civilian	372	439	590	551	881	1,242	
Total	5,605	5,041	6,296	5,460	5,212	5,363	
	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
Military	2,898	1,613	273	269		2	
Civilian	1,191	1,667	1,404	1,381	1,311	1,207	
Total	4,089	3,280	1,677	1,650	1,311	1,209	46,193

Totals by month: Jan. 87,394; Feb. 64,510; Mar. 75,057; Apr. 67,579; May 71,267; June 66,456; July 54,563; Aug. 44,779; Sept. 31,572; Oct. 42,225; Nov. 53,634; Dec. 29,542. Grand Total 668,578.

CAR PRODUCTION
(All Companies)

	July	Aug.	Sept.	Oct.	Nov.	Dec.	Last 6 Mos. 1945
USA Passenger Cars	359	1,381	580	16,759	33,827	28,155	81,050
Taxis	.....	.....	.....	.....	1	.....	1
Hearses and Ambulances	.....	.....	.....	59	.....	.....	59
Export	.....	.....	.....	21	783	1,851	2,655
Canada	.....	.....	.....	.....	.....	16	16
Total	359	1,381	580	16,839	34,611	30,022	83,792

Kansas Truckers Told to Stress Goodwill Sales

WICHITA, Kans. — Continued conservation of tires and goodwill salesmanship by truckers were emphasized at the tenth annual convention of the Kansas Motor Carriers Assn., Inc., here last week.

M. F. O'Neil, manager of dealer relations division of Firestone Tire & Rubber Co., told the 200 truckers that the entire 1946 production of tires will be far short of demands.

C. F. Jackson, secretary of the freight claim section, American Trucking Assns., Inc., Washington, said that truckers must become salesmen of goodwill and must direct their efforts toward telling the general public of the service offered by the trucking industry.

"The same high type service which the industry provided our armed forces during the war must be given to the peacetime public," said Luther Snodgrass, Kansas City district director of the Interstate Commerce commission.

Harry E. Grimes, Arkansas City, Kans., was awarded the Electric Auto-Lite Co.-American Trucking Assns. safety award for the fifth consecutive year. Grimes' firm piled up 310,000 miles during 1945 without a traffic accident.

All 1945 officers were reelected. They are: President, R. C. Williams, Russell, Kans.; vice-president, H. A. Hamlet, Coffeyville, Kans.; treasurer, G. M. Brewer, Wichita, secretary-manager, G. E. Coone, Topeka.

'46 Committees Are Listed by Trailer Makers

WASHINGTON. — Committees and committee members for 1946 have been appointed by President J. L. Glick of the Truck - Trailer Manufacturers Assn. as follows:

Highway Legislative Committee: E. J. Lucas, chairman, Kingham Trailer Co.; N. A. Carter sr., Carter Mfg. Co.; R. C. Tway, Kentucky Mfg. Co.; M. J. Neeley, Hobbs Mfg. Co.; P. H. Bartlett, Bartlett Trailer Corp.; L. C. Allman, Fruehauf Trailer Co.

Specification Standardization Committee: Bert P. Bates, chairman, Highway Trailer Co.; Joseph Kuttler, Trailmobile Co.; Harrison Rogers, Rogers Bros. Corp.; H. R. Silver, Standard Forge & Axle Co.; A. E. Williams, Fruehauf Trailer Co.

Publicity Committee: L. C. Allman, chairman, Fruehauf Trailer Co.; Cott Farrell, Easton Car & Construction Co.; Charles E. Swingley, Trailmobile Co.; Christopher Hammond jr., Steel Products Co.

Membership Committee: L. A. Myers, Black Diamond Trailer Co.; P. M. Heinmiller, Utility Trailer Mfg. Co.; Alan Waddell, Miller Trailers, Inc.; Harold Agee, Olson Mfg. Co.; S. F. Kromkowski, Edwards Iron Works.

Finance Committee: N. A. Carter jr., chairman, Carter Mfg. Co.; H. N. Brown, Keystone Trailer & Equipment Co.; R. R. King, American Body & Trailer Co.

Ariz. Tax Sets Record

PHOENIX, Ariz.—State gasoline tax receipts in January reached a new record of $586,304, an increase of 6 percent over the previous month and a 32 percent increase over the same period last year, the highway department reported last week.

Diversion Flare-Up
Wis. Governor Flays Act Curbing Road Funds

MADISON, Wis.—Gov. Goodland is angry because the legislature has acted to dedicate highway user-tax income for the construction and maintenance of highways.

In a stinging message to a convention of Wisconsin highway contractors this week, he repeated and elaborated his earlier denunciation of the highway fund segregation bill enacted several months ago, which guarantees that highway tax receipts up to $36,000,000 annually will be segregated for highway expenditure.

Gov. Goodland said the removal of $2,000,000 in road revenues from the general fund will embarrass the state treasury and force new general state taxation.

It has become evident in recent weeks that the issue of segregation, argued in Wisconsin for more than a decade, will be one of the principal issues of the forthcoming election campaigns in this state. The segregation act was adopted after a fierce controversy in the legislature, and critics have lashed at the legislature since that time with a vehemence which is unusual even in the turbulent politics of this state.

Yet it is unlikely that the act will be repealed. It has a strong support in the rural and small town areas of Wisconsin which control the legislature, and which have always been backers of the road improvement movement.

Mich. Die Casting Due To Merge with Gerity

DETROIT. — Officers and directors of Michigan Die Casting Co., Detroit, and Gerity-Adrian Mfg. Corp., Adrian, Mich., have approved a merger of the companies. Stockholders of both companies will meet on Mar. 4 to vote upon ratification of the agreement.

Under the terms of the proposed merger, it is planned to issue 1 million shares of common stock of the merged company to be known as Gerity-Michigan Die Casting Co.

Finally Passed
Kentucky Legislature Boosts Truck Limit After 12-Year Battle

FRANKFORT, Ky. — A bill increasing the gross weight limit on trucks from 18,000 to 42,000 pounds last week was waiting the probable signature of Gov. Simeon Willis.

The measure was passed by the Kentucky senate 28 to 10 after a 12-year legislative battle. The house had previously given its approval by a vote of 58 to 34.

It is said that the state highway department will designate approximately 2,400 miles of roads in this state as being suitable for the 42,000-pound loads.

During the war, the bars were let down to allow the hauling of emergency loads up to 40,000 pounds on certain highways but fees were collected on the old statutory 18,000-pound limit.

The bill provides for higher fees on the heavier loads, effective Jan. 1, 1947. They are expected to double the tax take from trucks to $500,000 annually.

More progressive interests in the state have long known that Kentucky has been singled out as being uncooperative in the advancement of overland transportation and have fought to keep it in step with the moves in other states.

They have been blocked in their vision of a modern highway freight system by certain railroad interests for years, they state. Up until the last minute, during hearings on the bill, the Louisville & Nashville was said to be still attempting to maintain this strangling legislation adopted in 1932.

It is said that crippling amendments drafted by L & N attorneys were introduced in both chambers during considerations of the bill.

Paul G. Blazer, chairman of Ashland Oil & Refining Co., charged that the L & N opposition to good highways "has done more to pull this state back than anything in the history of Kentucky."

Blazer, who served as vice-chairman of the governor's Post-war Advisory Planning commission and chairman of its subcommittee on transportation, accused Kentucky railroads in general, and the L & N in particular, of using bad highways as a device to keep freight rates up.

He further revealed that the Chesapeake & Ohio Railroad refused to join the L & N in fighting the truck bill this year. He quoted an unidentified C & O executive as telling him he did not understand the L & N's continued opposition to liberalizing truck weight limits in view of the fact that good roads and heavy trucks are here to stay.

Blazer was joined by several top highway executives in expressing approval of the bill. They included State Commissioner of Highways J. Stephen Watkins, Chief Engineer Thomas H. Cutler, G. T. Carmichael, Cutler's first assistant, and Mack Galbreath, Kentucky engineer of the U. S. Public Roads administration.

OPA Suspends U. C. License of Detroit Dealer

DETROIT.—Warning that "This is part of the promised crackdown following complaints by car buyers," OPA last week announced the suspension of the used car license of Ray Spooner, owner and operator of Ray Spooner Motor Sales, 9820 Livernois Ave.

He is the first dealer in Michigan to lose his license for selling cars above ceiling prices. Acting under the Emergency Price Control act of 1942, Theron M. Hall, chief enforcement attorney for the OPA, filed a license suspension suit against Spooner in federal court.

It charged that following numerous over-ceiling transactions and settlements by Spooner and the serving of a license violation warning notice, OPA investigators found that he had failed to keep a record of cars purchased and sold.

Spooner filed a stipulation agreeing to the license suspension and a decree will be entered in federal court, Hall said. The suspension is for one year beginning Mar. 11.

Extensive Improvements Made by Barlow Motor

Barlow Motor Car Co. (Chrysler), Dayton, O., has completed improvement of its facilities. Henry M. Rowell is president. The firm now has in excess of 46,000 square feet.

It has acquired an adjoining lot for accommodation of parts customers and service overflow cars.

Fruehauf Buys Large Plant At Toronto

TORONTO. — Fruehauf Trailer Co. of Canada, Ltd., last week purchased from Massey - Harris Co., Ltd., its wartime factory at Weston. Massey-Harris built wings for Mosquito bombers and other aircraft components at this plant.

Fruehauf will convert it into Canada's largest truck - trailer plant, according to Bruce Douglas, Canadian manager. Standard model Fruehauf truck - trailers will be built at Weston, as well as many parts formerly imported.

Head-office of Fruehauf has been moved to the new plant which has a main building of 58,000 square feet and two other buildings of 12,000 and 13,000 square feet floor space.

Fruehauf is campaigning through advertising, for removal of the Canadian federal wartime 3-cents a gallon tax on gasoline. Gasoline taxes in Canada now average 11 cents a gallon, of which provincial governments get 8 cents a gallon.

Bean Capacity Doubled by New Plant

LANSING.—John Bean Mfg. Co., a division of Food Machinery Corp. and pioneer manufacturer of automobile service shop equipment, has purchased a war plant here.

Acquisition of the factory, which has 10½ acres of floor space, will provide more than three times the space available in the original factory building, Howard C. Lisle, general manager, asserted last week.

Operations will be more than doubled with the increased facilities of the larger plant, he said.

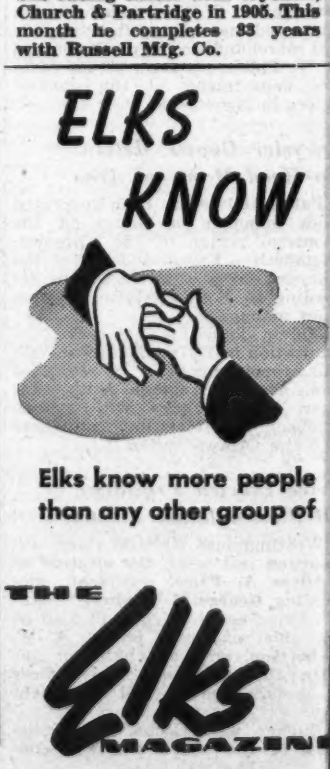
In addition to increasing production on established lines of service station equipment, several new products are being released during 1946. One, a new model portable wheel aligner, has already been announced to the trade. Two others, an optical wheel aligner and an optical wheel balancer, are to be announced soon.

Thompson Becomes 900th Old Timer

NEW YORK. — F. Acker Thompson, Detroit, has been enrolled as the 900th member of the Automobile Old Timers, according to Ralph De Palma, national membership chairman.

Upon receipt of Thompson's acceptance of a life membership, De Palma advised him that he would automatically become a member of AOT's Racing Drivers division, of which De Palma is chairman.

Thompson began his automobile racing career with Wyckoff, Church & Partridge in 1905. This month he completes 33 years with Russell Mfg. Co.



'Clean House' Demanded . . .

Pa. Legislature Hits Finance Rate 'Abuses'

HARRISBURG, Pa. — (UTPS) — Automobile dealers and finance companies were warned following hearings last week by a special legislative committee to "proceed immediately to clean up abuses" in "unconscionable and exorbitant finance charges" in what Gov. Martin has referred to as "sharp practices" in automobile financing in Pennsylvania.

"Some automobile dealers are not only making profits on the sale of used cars," reported the committee, headed by Rep. Franklin H. Lichtenwalter (R.), "but are in many instances 'packing' finance charges and sharing in the finance charges made by finance companies . . . which in many cases is as much as the finance costs alone."

"If adjustments and refunds are not made promptly," Rep. Lichtenwalter declared, "we will determine upon the emergency steps to be taken in order that the public shall not be mulcted any further."

The decision was reached by the committee after hearing reports from 15 finance company representatives. Lichtenwalter stated that evidence was presented at the hearings showing that finance charges running in "excess of 100 percent" were being made by some finance companies.

The legislative committee has analyzed 4,522 transactions for the purchase of motor vehicles through finance companies, as shown in reports to the Bureau of Motor Vehicles. New report forms put into effect by the committee require a breakdown of various charges in the financing of cars to show what the customer is paying for.

Lichtenwalter said representatives of firms, against which complaints had been lodged, contended that the main reason for high charges lies in competition in the payment of "packs" to dealers. One firm claimed that since eliminating these "packs," it had lost $60,000 worth of business in one month. He said that because of competition for the financing business, dealers had no difficulty in diverting their business elsewhere.

Lichtenwalter said that in one case before the committee, a finance charge of $86.60 included $56.44 that was paid back to the automobile dealer. Officials of the finance companies said finance charges could be greatly reduced if the "kickback" evil could be abolished.

"The committee feels that it has some positive results from the investigation so far," Lichtenwalter said. "If legislation is passed setting a ceiling on interest rates we feel abusive practices by unscrupulous firms can be controlled."

The committee, announcing that it will hold public hearings, possibly in March or April, declined to identify the firms which were represented at the hearings.

Forwarding-Rate Bill Assailed Before Senators

WASHINGTON. — The Senate Interstate Commerce committee last week heard opposition from three witnesses to a bill which would allow common carriers to make special rate arrangements with freight forwarders.

Contending that the proposal would result in secret and discriminatory rates, the trio argued repeatedly at the committee hearing with Sen. Wheeler, Montana Democrat, a backer of the measure. The House has already approved the bill.

The opposition witnesses were Carl L. Wheat, attorney for the Shippers Consolidated institute, a California cooperative; J. M. Hood, president of the American Shortline Railroad Assn., and W. H. Ott, representative of the Illinois Territory Industrial Traffic league.

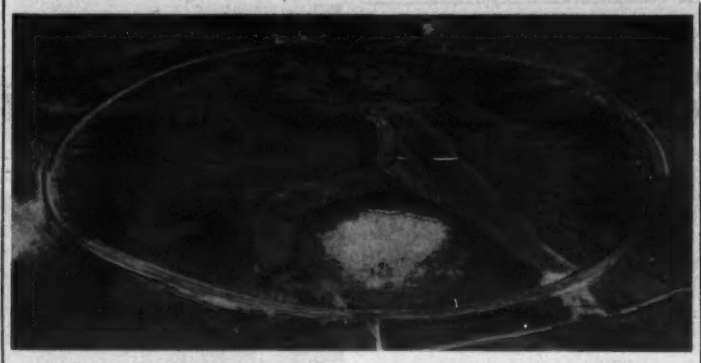
Wheeler asserted there would be no secret tariffs, and that unless the forwarders — firms which serve the general public as transporters of property—were allowed to make special terms with motor carriers, they would be forced to go out of business.

"I don't think there is any doubt that the forwarder is going to have to have preferential trucking rates, if he is to stay in business," the Montana senator said.

"By this bill, Congress would set its stamp of approval on obviously preferential freight rate legislation," Wheat answered the senator. "The principle of equal rates for equal service by common carriers is at stake."

Firm Changes Name To Fedders-Quigan

BUFFALO. — Fedders Mfg. Co., Inc., announced last week that the name has been changed to Fedders-Quigun Corp., 57 Tonawanda St.



WORK IS PROGRESSING rapidly on Nash Motor's new 200-acre proving ground near Burlington, Wis. This aerial view shows the recently-completed track terrain considered ideal for all types of experimentation. In addition to a variety of soils, ranging from lowland muds to coarse glacial gravels, the tract contains numerous hills, hogbacks, wooded areas, level open stretches and a continuously running stream.

Continental Begins New Air Engine

DETROIT. — Continental Motors has started production of a new nine-cylinder radial air-cooled airplane engine for postwar executive type and medium-size transport planes to be manufactured by Beech Aircraft and Lockheed Aircraft, C. J. Reese, Continental president, disclosed last week.

Substantial orders have been received for the new engine, Reese said. It has a takeoff rating of 525 hp. with a direct drive and 600 hp. with a geared drive, he said. The planes which it will power will carry from six to 14 passengers.

Order on Patents Settles Bendix Anti-Trust

NEWARK, N. J. — The government's anti-trust suit against Bendix Aviation Corp. was settled last week in a consent decree issued by Federal Judge T. F. Meaney.

The decree orders that 136 patents exchanged by Bendix under agreements with foreign manufacturers be made available to competing producers at "royalty free" license rates. Licensing at "reasonable royalties" will be allowed for another group of 114 patents.

Bendix categorically denied at the trial hearings the federal charges that it is or has been a member of a cartel. Company attorneys said Bendix had made no agreement to divide world markets.

"The action which was compromised with the consent decree merely concerned certain license agreements involving foreign patents owned by Bendix and certain domestic patents owned by various foreign companies," a company statement said.

Gentlemen, this is off the record...

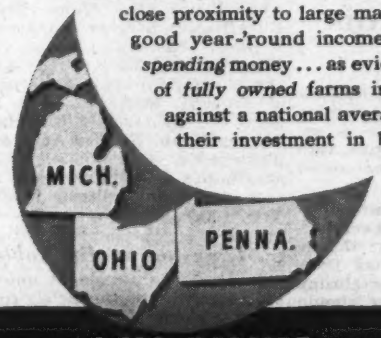
Cows alone account for $461,882,000 of farmers' income in *The Golden Crescent!*

Yes, those 461 millions of milk-pail dollars are right off the record of farm incomes in *The Golden Crescent.* And they're only *part* of the record earnings enjoyed year after year in the agriculturally rich states of *The Golden Crescent* —Michigan, Ohio and Pennsylvania.

These farmers, who raise a diversity of crops and live in close proximity to large markets, are accustomed to good year-'round incomes. And they believe in *spending* money . . . as evidenced by the percentage of *fully owned* farms in this region—70.4%, as against a national average of 50.6% . . . and by their investment in buildings—an average of $2,684 as against the national average of $1,707. When they go to market, they buy advertised products which satisfy their truly urban taste for a high standard of living.

There are *three million* farm folks in *The Golden Crescent.* And, without using any other advertising media, you can cover two-thirds of this lucrative market with *only three publications*—MICHIGAN FARMER, OHIO FARMER and PENNSYLVANIA FARMER.

Here you have a large ready-and-able-to-buy market . . . and the means of telling your sales story thoroughly and *economically.* These three farm papers, really *read* by farm folks in *The Golden Crescent,* should be on your media list!



The Golden Crescent

RURALLY RICH—POLITICALLY POWERFUL

OHIO FARMER • CLEVELAND
MICHIGAN FARMER • DETROIT
PENNSYLVANIA FARMER • HARRISBURG

Traffic Safety Analysis

Roundup of Steps Being Taken to Meet a Growing National Problem

(Continued from Page 13)

profound effect on both the immediate and long range problems.

In the several years prior to Pearl Harbor, motor vehicle death rate per 100 million miles of travel was brought down from 17.4 to 12. That rate reduction, believed to have prevented the loss of some 100,000 lives, was accomplished, not by working on one or two phases of the problem but on several fronts. Accident reduction in highway travel can be attained only by moving in simultaneously on the variety of factors.

Work of the automotive and highway transportation industries through the Automotive Safety Foundation, therefore, has been and will continue to be through a comprehensive program embracing cooperation with the numerous official and private agencies concerned with different aspects of the overall problem.

In the large field of education, the work involves instruction of school children on how to walk safely, and of high school and college students in safe driving. The importance of the work with schools may be readily seen by the drop in traffic accidents among children of the 5 to 15 age group.

In the last 25 years, annual deaths in that group—despite traffic and population increases—has decreased by more than a third. Attention also is directed at improving adult drivers in general. Excellent progress is being made through short courses conducted for fleet supervisors who transmit better driving habits to thousands of drivers of commercial vehicles as well as passenger cars.

Considerable work is being done in informing the public of the need for better traffic laws and enforcement, for better signing and signaling devices, better court procedures, and many other needs.

Many Activities

Beyond obtaining adequate legislation, enforcement likewise covers a variety of activities. Police officers are being trained to better meet the traffic safety problem through proper traffic control. Another vital step in the enforcement program is the work of improving the handling of traffic violations not only to improve the administration of justice, but to reduce traffic accidents and conserve highway transportation. Fair and intelligent administration of justice breeds a respect for law and butter observance.

Engineering actually embraces two broad activities, construction and maintenance of safe highways and the operations job, which means the safe and easy movement of vehicles. In the latter field assistance is being given in the training of traffic engineers to enable them to do a better job of meeting traffic demands, with emphasis on the study of traffic characteristics, operational requirements and traffic planning.

In the field of highway construction a major job is that of establishing programs which bring the maximum driving safety and convenience and which at the same time are financially practical and consistent with needs.

Assisted by enlarged federal highway aid, which totals $500 million a year for the first three postwar years, states, counties and cities have opportunity to make speedy headway against the deficiencies existing before the war and to make up for the wartime holiday.

In so far as safety is concerned, the Federal - Aid Highway act of 1944 offers several important contributions. Material aid is extended not only the main state trunklines but their extensions through cities and to the principal secondary or farm to market roads. Highway hazards of all kinds should fall by the wayside in wholesale lots.

Uniform Signs

Another contribution lies in the provision of the act which requires use of uniform traffic signs, signals and marking devices on all construction projects in which federal funds are used.

Still another provision is that which establishes the interstate system of highways. This system of 40,000 miles is not a new system but consists of those highways, almost entirely contained on the main trunklines, which form a comprehensive network best serving each state and region and therefore the nation. Although containing only about 1 percent of all roads and streets, the interstate system will accommodate about 20 percent of the traffic. Since the system is to be built to the highest safety standards consistent with traffic requirements, it should make a material contribution to traffic safety.

In all the safety work in which the automotive industry is represented, a special effort is made to achieve a concentration and coordination of action which will produce the greatest dividends in traffic safety. Much of the work is not spectacular, but it is of a type productive of both immediate and lasting results.

The public press has stepped up the current boom in traffic accidents in a forthright fashion. Vast volumes of publicity are being given to the need for careful driving and to the need for giving the car the utmost in maintenance and repair. The President's conference, the Police Traffic Safety Creck and the many other activities, give hope that the 1946 accident and death toll can be held down below the figures indicated by today's cold statistics.

National Carbon Buys N. C. Plant

WASHINGTON. — The dry battery plant operated by National Carbon Co. at Charlotte, N. C., will be sold to the lessee for $387,537, the War Assets Corp. disclosed last week.

The sales price represents a 100 percent return on the fair value of the plant, machinery and equipment, which is estimated at $387,537.

New Service Branch

A building across the street has been leased by Don McCullagh (Chrysler), Lansing, Mich. Upon completion of remodeling it will be headquarters for customer service operations.

Smith Builds Addition

Smith's Garage (Chrysler), Rockport, Me., has erected an addition 30 feet by 60 feet, to provide additional service room.

HAROLD GUERIN (left), manager of Guerin Motors, delivers the first new Studebaker in Hammond, La., to Mayor James A. Stire.

LEFT TO RIGHT (standing) are J. E. Earl, B. F. Goodrich Co.-Los Angeles plant; S. A. Williams, president of the Bobbi-Kar Motor Corp.; J. S. Liefeld, executive vice-president of Bobbi-Kar Motor, and E. R. Kambrich, assistant to Earl of Goodrich. Mrs. J. E. Earl (seated on car). Williams explains features of new Bobbi-Kar to the Goodrich guests at preview held in San Diego, Calif., last week.

Bobbi-Kar Debuts in Calif.; Firm Sees Output Soon

By Lynn Rogers
Staff Correspondent

SAN DIEGO.—Initial showing of the California - built and financed Bobbi-Kar was held here last week.

The car, a convertible coupe, handbuilt by the Bobbi-Kar Motor Corp. of this city, was unveiled to a select group of more than 200 persons at a private preview held in the Gold room of the El Cortez hotel.

San Diego's mayor, Harley E. Knox, was guest of honor. Special guests included many of the city's prominent businessmen and women, as well as members of the local and Southland press.

The new car is a 1,200-pound job with 25 hp, four-cylinder engine. It is said to deliver between 40 and 45 miles to the gallon of gasoline, with a top speed of 65 mph. It will sell at between $500 and $600, according to S. A. Williams, president of the company.

Production, which company officials say will start within the next few months, will also include a roadster and light delivery unit.

The car offers several innovations, including engine in the rear, with 13 removable bolts permitting the entire driving unit to be removed and replaced with rental or exchange parts in less than 15 minutes; four-wheel hydraulic brakes; synchromesh transmission; torsilastic independent four-wheel suspension; full floating rear axle, and roomy luggage compartment under the hood.

The car shown was equipped with Goodrich Silvertown postwar synthetic tires.

J. D. Carter, vice-president and general manager of the company, told the audience, that Bobbi-Kar Motor Corp. has already received orders for $63 million worth of the new cars. Mechanical features of the car were explained by J. S. Liefeld, executive vice-president of the company.

A talk on the advantages of Southern California as an automotive manufacturing center was given by J. E. Earl, manager of the California district of the Automotive and Aeronautical division of B. F. Goodrich Co.

Detroit Dealers Study Show of 1947 Models

DETROIT. — Directors of the Detroit Auto Dealers Assn. last week appointed a committee to investigate the feasibility of holding an auto show here late this year for the introduction of 1947 models.

The group which would also direct the show, if one is held, is composed of D. J. Griffith, S. T. Hanson, J. A. Mason, Henry Whiting, Webb Kay, Clarence Hacquoil, and Jack Rose.

The directors decided that dealers are in a better position to screen the purchase of new cars by veterans to prevent the sales to this group from becoming a racket. Off-color transactions have already been noted, according to the association.

Members are urged to check the prospective buyer's discharge papers, his employment and other sources that indicate that he is a legitimate buyer.

A committee was appointed to study expansion of the association's employment service. The plan calls for a check by the association of prospective job holders before they are sent to interview dealers.

The title of managing secretary of the association was changed to executive vice-president.

James Mason, alternate director from metropolitan Detroit, reported on the meeting of NADA directors in Chicago.

Early Close Wins Detroit Favor

DETROIT.—Pointing out that individual dealers will determine whatever policy they wish in regard to closing hours, Detroit Auto Dealers Assn. last week announced results of its survey.

About 54 percent recommended closing of showrooms on weekdays at 6 p. m. except Saturday; 57 percent mentioned 5 p. m. as their choice for the Saturday closing hour. Service departments should be closed at 6 p. m. throughout the week until Saturday, in the opinion of 77 percent of the dealers. Saturday at 1 p. m. was picked as the best time for that department by 52 percent.

Bozeman Dealers Elect Ryan Head

BOZEMAN, Mont.—Dealers here organized last week with the following officers: Barney Ryan, president; Ed Stevenson, vice - president; Ernie Anderson, secretary-treasurer.

Those present at the organization meeting were Roy and Ernie Anderson, Anderson Motors (Ford); Harry Jacobson, Jacobson & McHaney Motors (Dodge); J. L. Ryman (Nash); Dean Chaffin, Chuck Turner and Frank Strong, Northern Automobile Co. (Buick-Chevrolet-Cadillac); Bill Gunn, Fred & Bill's Repair Service (Packard); J. Kenney, Kenney's Repair Shop (Studebaker); Ed Stephenson, Owenhouse Hardware (International Trucks); Stanley Lemon, State Auto Co. (Chrysler); Bill Hardin, Barney Ryan, Empire Auto & Implement Co. (Oldsmobile); J. Mayer, Chase's Used Cars; John Sullivan and John Sullivan jr. (GMC Trucks, Fraser-Kaiser).

Langston to Aid Noble

R. E. Noble, president and general manager of the newly-formed Everett-Noble Motors, Inc., has announced that **J. Bobo Langston** has been named vice-president and sales manager of the firm. Everett-Noble is De Soto-Plymouth dealer in Charlotte, N. C.

Dealer Council Airs Packard's Future Plans

DETROIT.—The active part played by Packard dealers in the factory's long-range planning was emphasized last week at a regular quarterly meeting of the company's Dealer Advisory council with plant executives.

In conferences with company heads, led by President George T. Christopher and Vice-President and General Sales Manager L. W. Slack, the eight council members participated in open discussions on future production and distribution problems, including a schedule on future models.

"Because of the constant need for revisions in planning due to the currently altered production picture," Christopher said, "the expressions of our dealers on moves which will ultimately affect them are extremely helpful.

"Our initial discussion of future models may appear premature at this time, but our policy of utter frankness with the dealer council lets us link field thinking to factory long-range planning."

Other topics covered with the dealer representatives included a new retail salesmen's training course, dealer expansion policy and the company's revised dealer accounting system.

Members launching the third year of council meetings at the Packard factory were W. C. Bolton, Memphis; E. B. Libbey, New Rochelle, N. Y.; J. S. Mitchell, Dallas, Tex.; E. W. Booth, Grand Rapids, Mich.; P. R. Seeman, Uniontown, Pa.; William Stahl, Monterey, Calif.; J. D. Palmer, Jacksonville, Fla., and F. V. Midgley, Arlington, Mass.

The meeting was the first for Palmer and Midgley, who succeeded H. B. Vaughan, Birmingham, Ala., and W. L. Greer, West Philadelphia, Pa., two members whose terms expired because of the council's rotating membership.

Gabriel Leases Plant from U. S.

WASHINGTON. — Authorized lease of a government-owned war plant at Cleveland to Gabriel Co., of that city, for a period of five years starting May 1, at a yearly rental of $47,779.92, was announced last week by the War Assets Corp.

Gabriel Co. expects to employ approximately 690 persons in the production of automotive shock absorbers, flexible metal hose and brass couplings. The lease covers land and buildings with floor area of 153,798 square feet and building equipment having a total cost of $771,967.

It's a Problem

CATA Warns Members To Watch Sales

CHICAGO.—Urging members to know to whom they are selling new cars, Chicago Automobile Trade Assn. last week pointed out that the appearance of 1946 cars in used car showrooms and lots makes a warning to dealers in order.

"It is not a healthy condition for new car dealers to have one of their make show up on a used car lot," the CATA warning stated.

"It certainly does not seem logical to the public that, after a long period of waiting, a purchaser would immediately dispose of his new 1946 automobile unless he was offered an added inducement or unless, having placed orders for more than one make of car, he suddenly found himself forced to take an extra car or the loss of his deposit, and bought the car only to dispose of it to save his investment."

Rose Named President By Valdosta Dealers

VALDOSTA, Ga.—Valdosta Automobile Dealers elected Frank D. Rose, International Harvester dealer, and mayor of Valdosta, president.

Jack Howell was reelected vice-president and E. E. Pipkin, secretary and treasurer. John Williams is the retiring president, and I. H. Boyett is retiring secretary and treasurer.

'Things Are Seldom What They Seem . . .'

'Little Buttercup' Learns At NLRB Hearing

(Continued from Page 1)

had gone up. And the OPA had announced that it would hold auto prices to 1942 levels.

Why did the corporation wait so long in replying to the UAW's demand for a 30 percent increase in wages?

Because everything was upset; there never was a time in which it was so difficult to plan ahead, Wilson said.

That might sound logical enough. But, ah, you forgot Gilbert & Sullivan.

Under the new rules, that was unfair bargaining. Do you think the union wants to give you time to think? Don't be silly, Buttercup.

Then Wilson was questioned about that newspaper ad, "Danger on the Production Front." Did Wilson have anything to do with that?

Ah, yes.

"And I only regret that I had so much foresight," Wilson said, "because I foresaw the mess we are in now."

Oh, my gracious! More logic. This will never do.

Then Cranefield tried to intimate that GM delayed its answer to the union so that it would have time to prepare the ad.

Wilson explained the reply was not delayed; that the ad was prepared after, and took but a few days.

Think this is reasonable?

Then you haven't caught on to the new rules yet.

After all, hadn't the NLRB been putting this hearing on and calling it off according to the ebb and flow of the negotiations?

Every time GM hesitated over an unreasonable demand, zingo, the hearing starts again.

Pressure?

How could you think so!

A little later Cranefield questioned Wilson about a change in GM policy.

Wilson, forgetting where he was, tried to be reasonable again.

"After all," he said, "the country has changed its policy three times since the end of the war."

Need we mention that this has no relevancy under the new rules?

Then there was a reference to a letter sent to hourly rated employes in which there was mentioned the possibility that the plants might be closed down.

What made Wilson think they might be closed down?

"The fact that I believe in the right of workers to strike, and I thought there was a possibility that they might strike," Wilson said.

When Cranefield hinted at a lockout, Wilson shot back:

"I think that is an awfully dirty crack, and I don't care whether it's in order or not."

The fact that the workers did strike and did close the plants has no bearing on the situation. You understand, of course.

Wilson made a number of other statements, which were equally out of order, in the new order, such as the belief that he had a right to free speech and things like that.

Shortly thereafter, the hearing was adjourned so that General Motors might offer the union an increase of 18½ cents an hour in wages, equal to the highest that any auto firm has offered.

The union men, of course, were not going to stand for that nonsense. They walked right out of the meeting.

But don't, for heaven's sake, get the idea that the union was not bargaining fairly, either this time or the other four times in which they spurned GM offers.

Next day President Truman announced a new pay-price plan that knocked the union argument for more wages at the same prices into the hall of hallucinations. It was, in effect, an admission that GM was right all along.

However, don't count on anyone in government or union circles saying so openly.

Think you've got the idea now?

"Bulls are but inflated frogs."

Wilson Denies Pact to Fight Labor Unions

DETROIT.—C. E. Wilson, president of General Motors, denied last week any agreement on a common policy of resistance to unions at a GM-sponsored meeting in New York Jan. 9 of representatives of major corporations that were "looking down a (union) gun."

Wilson was testifying at a National Labor Relations Board hearing in which GM is charged with unfair labor practices.

In reply to questions by Harold A. Cranefield, regional NLRB attorney, Wilson said "we just discussed the hell of a shape we were in."

Gerard D. Reilly, trial examiner, said with reference to a union petition for back pay of GM workers while on strike that "there has been no precedent set to support such action."

Previously during the hearing, Wilson made the statement that "if there were no unions and no OPA, we would have made some adjustment of prices and wages after the war."

He testified that GM wanted to grant a wage increase to its employes because "we don't want them discriminated against."

The corporation objected to a union demand that the wage increase not be tied to any price increase, and that the corporation's books be opened to the union or factfinding boards.

Wilson asserted that GM "doesn't think the assumed ability to pay without going bankrupt is any reason for paying excessive wages."

"It was not fair to us under the then existing wage stabilization program," Wilson said. He also termed the arbitration proposal of the union on the eve of the strike as "obviously an insincere offer" and "an unfair trick."

Lack of Steel Compels Ford-Canada to Close

WINDSOR, Ont.—Its supply of steel exhausted, the Ford-Canada plant here halted production operations Friday right, according to W. H. Clark, personnel manager.

BIG BUYING POWER
FOR ADVERTISERS
in TAXI WEEKLY

Practically all of the 50,000 taxicab owners in the U. S. read it. Cab owners daily buy various types of make to keep their cabs in good condition, appearance. BUYING POWER IS EQUAL TO 250,000 PRIVATE CAR OWNERS.

TAXI WEEKLY

1819 Broadway, N. Y. 23, N. Y.

NEW
HOPE
All Metal
Parts Bin
for
Automotive
Dealers

Patented, Adjustable Separators — no bolts, screws, clips, etc., to bother with.

Immediate Delivery

Hope Metal Products, Inc.
1506 Rockwell Ave., Cleveland, Ohio

FILIPINO WORKERS roll a 1946 Ford from its shipping crate to the line where prewar Ford dealer mechanics will complete its assembly. Despite unbelievable operating handicaps, the Manila Trading & Supply Co. is delivering new Fords to eager customers. The building here was left a shambles in the Battle of Manila. A showroom had occupied its forward part.

OPA Charged with Failure To Nab Big Violators

(Continued from Page 1)

the great mass of honest dealers "who have respected and want to cooperate with the price agency and whose slight violations are unintentional and would come to the surface in due course anyway.

According to one informant, OPA chiefs present at the conference were impressed by the committee's views and recommendations and it was promised that all statements presented would be gone over thoroughly within the enforcement division. As this correspondent understands it, there were no charges, or even intimations, of dishonesty among the OPA investigators. It was only the consensus of the committee that, with a limited staff, the enforcement division should center its attention on the naturally harder-to-get big fish, so to speak, rather than the small ones.

It was understood that individual committee members cited a number of instances of how the deliberate violator operates; instances, it was said, that happened in the home town and in the salesroom of "the man across the street."

Other matters discussed at the meeting, it is understood, were the new truck prices soon to be announced and used car prices generally. The new truck prices will replace the interim figures and will follow the pattern of new passenger car pricing, it was said.

The committee also strongly recommended restoration of the formerly permissible 5 percent handling and conditioning charge, it was learned. This, the committee told OPA, should be substituted for the present flat charge in appendix B of MPR 594.

Objections were voiced against OPA's system of giving both wholesale and retail prices of new cars in its press announcements. Some members of the committee thought the wholesale prices should be omitted, believing that there was no point to giving the public such information.

OPA countered this with the statement that such an omission would leave the public confused. The public would think, OPA said, that prices had been reduced when the wholesale prices were printed later, as required by law.

Discussion of pricing regulations was set off by the statement of Administrator Bowles a few days earlier before a congressional committee to the effect that automotive price curbs likely would not be eliminated before June 30, 1947.

Bowles, of course, made that statement when asking for some extra cash to carry on for the present.

Meanwhile, the committee heard Henry Ford II's statement to the effect that there soon may be no new automobiles at any price if OPA ceilings are not removed.

At the same time, OPA said that it had no way of discontinuing a manufacturer's practice of putting optional equipment on a buyer's car without his consent.

According to OPA, most car makers are putting into an automobile all devices at this time. If the buyer does not want the extra equipment, he will have to wait for some time in the future when cars are shipped to dealers without the optional equipment already installed.

OPA officials at last week's meeting included Director William Remy of the Durable Goods Enforcement division, Acting Chief Harvey Diamond of the Automotive Enforcement branch, Chief Executive Bruce Morris of the Automotive Price branch, Chief Counsel James Foley and Clark Moody, head of the Automotive Services division.

Industry Advisory committee members who attended were David Castles, chairman, St. Louis; Paul Freed, Waynesboro, Va.; Frank B. Gregg, Pittsburgh; J. P. Enright, Newark, N. J.; J. D. Henn, Chicago; E. H. Baker, Brookline, Mass.

Arthur W. Pickett, New York; Fred Farris, Birmingham, Ala.; Sam Marcus, Denver; Les Vogel, San Francisco; L. F. Jacod, New York; R. D. Maines, Detroit; Irving W. Walls, Dallas; Tom F. Daly, Philadelphia; Les Kelly, Los Angeles.

Ohio Agents Ask Change in Auto Insurance

COLUMBUS, O.—The Ohio Assn. of Insurance Agents recommended last week to the National Bureau of Casualty and Surety Underwriters that it eliminate the Class A1 rating classification and that automobile liability and property damage rates be based on business or nonbusiness classifications.

Also, that the present A1 rates be applied to nonbusiness use classes, and that present B rates be applied to the business use classification.

The association believes that the recently announced rating procedure for automobile liability and property damage insurance is cumbersome to apply and encourages unfair practices in applying rates.

Application of the present schedule would have a tendency to result in discrimination, particularly between classes A and A1, it claims.

Buy Home for Dealership

John W. McKee, Joseph S. Pitman and Fremont Hanna have bought a two-story brick building at Frankfort, Ind., to be remodeled for use in conducting a general auto sales business. The reported consideration for the purchase was $14,000.

Letterbox

(Continued from Page 4)

Marmon, Maxwell, McFarlan, Mercer, Metz, Mitchell, Moline-Knight, Monitor, Moon, Moore.

Nash, National, Oakland, Oldsmobile, Olympian, Overland, Owen-Magnetic, Packard, Paige, Paterson, Peerless, Phianna, Piedmont, Pierce-Arrow, Pilot, Premier.

Reo, Revere, Roamer, Sayers, Saxon, Scripps - Booth, Seneca, Singer, Standard, Stearns, Stephens, Studebaker, Stutz, Templar, Tulsa, Velte, Vernon, Westcott, Willys-Knight, Winton.

There were some really good cars among that group. Here is the list that came out the first five years following World War I:

Adelphia, Adria, Aero Four, Alsace, Ambassador, Argonne, Astor, Barbarino, Barley, Barlow, Bay-State, Beggs, Bell, Birmingham, Bonman, Bour-Davis, Bradley, Brook.

Calvert, Cardway, Carrol, Cartermobile, Cavalier, Century, Chrysler, Champion, Clermont, Cleveland, Climber, Coates, Collins, Colonial, Commander, Courier, Craig-Hunt, Crusader, Curtis.

D-A-C, Dagmar, Darling, Deemster, Delling, Detroit Steamer, Dragon, Drake, Driggs, Duesenberg, DuPont, Durant, Eagle, Earl, Economy.

Falcon, Farner, Ferris, Flint, Fox, Friend, Frontenac, Gardner, Globe, Goodspeed, Gray, Gregory, Hamlin-Holmes, Handley-Knight, Hanson, Hanover, Harrigan, Harris Six, Heifner, Hunter, Hylander, Innes, Jaquet, Jem Special, Jewett, Julian, Kelsey, Kenworthy, Kessler, Kleiber, Kurtz.

Lafayette 8, La Marne, Leach, Lenox, Lincoln, Lone Star, Lorraine.

Manexall, Marsh, Marshall, Martin-Wash, Mayfair, McCurdy, McGill, Mel Special, Mercury, Merit, Meteor-Duesenberg, Metropolitan, Moller, Morristown - London, Murray-Mac, Northway, Norwalk.

Ogren, Parenti, Parageon, Prado, Princeton, Porter, Raleigh, Ranger, Rees, Richelieu, Rickenbacker, Rock-Falls, Rodgers, Rollins, Romer, Rotary, Rovena, Rubay, Reiss Royal.

Tarkington, Texan, Trask Steamer, Ultimate, Victor Light Four, Victory, Vogue, Waltham, Washington, Wharton, Wills St. Claire, Winther, Wizard, Zeder.

American Steamer, Anstead, Astra, Ace, Amco, B-E-Lo, Bacon, Cameron, Commodore, Corrinthian, Collinet, Curtis, Freemont.

Greyhound, H-C-S, Huffman, Halladay, Kess-Line, Larchmont, Moreland, Navarre, Noma, Patriot, Peters Four, Simplex, Southern Six, Shadwyck. — Herbert Parker, Oakland, Ill.

Canada Auto Halt Near; 2,640 Cars Produced

MONTREAL. — A complete shutdown of Canada's auto industry is "very likely" unless production of steel returns to normal soon, C. D. Howe, minister of reconstruction, told a press conference last week.

Canadian assembly lines rolled off 2,640 cars and 7,224 trucks through Jan. 31, Howe disclosed. Output of the new models started in the dominion last fall.

General Motors is closed because of parts shortages resulting from the GM strike in the U. S., Howe pointed out. Ford and Chrysler were just stepping up production after labor stoppages when the steel threat arose, he said.

Howe described the auto setback as the "worst" in Canada's industrial reconversion program.

Steel Flow Near . . .

Pay-Price Plan Clears Way For GM Peace

(Continued from Page 1)

along the pattern for the industry, a company finds its profits will not equal those in the 1936-39 base period, OPA will be required to approve an immediate price boost for the firm's products.

Such a price rise would be determined on the manufacturer's chances for attained volume-production levels. If the prospects are good, a smaller increase or none at all would be authorized.

Although C. E. Wilson, GM president, warned at the NLRB hearing here that the new program is "inflationary," it was considered extremely likely that the door is open for a wage settlement in the deadlocked GM-UAW negotiations.

Gap Narrowed to Penny

Only one cent separated the disputants Friday. The union turned down the latest GM offer of a raise of 18½ cents an hour, insisting on the factfinding board's recommendation of 19½ cents.

While GM has not pleaded "inability to pay" the wage raise, the corporation may be willing to go all the way or compromise at 19 cents now that price relief is available.

Westinghouse, General Electric and the steel mills have flatly declared they can't afford the 18½-cent demand of the CIO unions unless prices are jacked up.

The penny gap on wages, however, was no longer the snag in the efforts to end the GM walkout. In rejecting 18½ cents, Walter P. Reuther, the UAW's director for General Motors, asserted that the strikers would not go back to work before "all" local demands are resolved and the old contract is reinstated.

Reuther rejected a GM proposal to end the strike with an 18½-cent raise and an interim contract agreement, which would reinstate the old contract minus all directives handed down by the WLB since 1940.

UE Accepts 18½ Cents

General Motors' latest wage offer to the UAW was made Tuesday, just three days after the United Electrical Workers-CIO accepted the 18½-cent figure.

The electrical settlement was reached in secret negotiations between the company and union. All GM electrical plants were operating last week as the striking locals ratified the raise accord and returned to work.

Immediately following announcement of electrical peace at GM, UAW Chiefs R. J. Thomas and Reuther expressed "anger" that the UE should settle for a figure lower than the UAW's 19½-cent demand. They demanded that Philip Murray block the ratification of the settlement, but the CIO president was unlikely to attempt such action.

After spurning the new GM proposal, the union negotiators walked out of the meetings and declared they would not return until "GM begins to bargain in good faith."

James S. Dewey, special mediator of the dispute for the Labor department, thereupon pressed his efforts to arrange further talks between the parties.

The corporation's interim plan would spell the end of union maintenance of membership, which GM has bitterly opposed since the WLB ordered its inclusion in the contract 3½ years ago. Also, promotions would be based on merit in equal cases, rather than seniority, under the GM proposal.

Union Checkoff Accepted

In the new contract, GM said it would agree to union dues checkoff by the corporation. But the corporation does not want to be required to fire any worker at the union's request because of difficulties he may have with the union.

"The new contract, among other things, shall include proper provisions to assure General Motors of uninterrupted and efficient production," the company statement said.

This indicated a GM demand for a union no-strike pledge and company security from wildcat strikes.

Meanwhile, GM announced that in addition to the general salary increase of 10 percent, which was effective Nov. 1, 1945, salaries of 70,000 employes in the United States will be further increased 5 percent, and in no case less than $15 per month. The new increase was effective Friday.

* * *

Willys Sues Vet, Union On 'Super-Seniority' Issue

TOLEDO, O.—Willys - Overland last week sued a World War II veteran and the UAW-CIO in Federal District court to determine whether a reemployed veteran is entitled to "super-seniority" above the seniority provisions of the collective bargaining contract.

This is the second suit in the auto industry involving the employment rights of rehired veterans. Recently a federal judge in Detroit ruled against the veteran in a decision upholding the contract agreements between Nash-Kelvinator and the UAW.

Willys attorneys said the action is an effort to obtain a court definition of the conflicting interpretations of the Selective Service act in regard to reemployment.

* * *

Steel Tieup Forces Houde To Halt Shock Absorbers

BUFFALO. — Lack of material because of the steel strike has forced the Houde Engineering division of Houdaille-Hershey Corp. to lay off 50 percent of its workers and place the plant on a four-day week, a spokesman announced last week.

Shipments of malleable and gray iron and heavy forgings, which are used in production of shock absorbers, were stopped when the steel strike began Jan. 21. Inventory stocks have been dwindling at a rapid rate and Houde has been forced to stop work on large shock absorber orders for leading Detroit auto manufacturers.

Although forced to revise production schedules, Trico Products Corp. has not been forced to lay off any workers. In some instances, employes have been transferred to other jobs where inventory stocks are available to carry on operations.

* * *

Bohn Faces 2nd Strike; UAW to Join Foremen

DETROIT.—Bohn Aluminum and Brass Corp. here faced the prospect last week of being struck by both foremen and workers as the five-month-old strike of a local of the Foremen's Assn. of America dragged on.

The 2,200 UAW-CIO workers who have been idled in the foremen's walkout said they would declare a formal strike against Bohn by Mar. 1. Although the workers have described the shutdown as a "lockout," they have on two occasions refused a company request to return to work without supervision, Bohn officials said.

Union chiefs said wage and contract negotiations had been held, but that the company had not bargained "in good faith."

* * *

18½-Cent Raise Restores GM Electrical Peace

DETROIT.—The electrical divisions of General Motors were back in operation last week following settlement of a three-week strike by the United Electrical Workers-CIO.

The strike was called off after the corporation and union agreed on a wage raise of 18½ cents an hour. Both parties said the agreement was reached through "true collective bargaining."

The strike against Westinghouse and General Electric continued, however, with a wage accord unlikely until OPA assures the struck firms price relief.

* * *

NEW BUILDING to house the Ford dealership of Fred Siess Co. in Lebanon, Ind. The building is of cement block and ceramic tile construction and is 65 feet by 120 feet, having 7,800 square feet of floor space.

THE FIRST DRAFTEE of Lycoming County, Pa., gets the first Nash 600 delivered in the county from Clyde M. Metzger, of the West Branch Motor Car Co., Williamsport, Pa.

Willys Gives Union Workers 10-Cent Interim Raise

TOLEDO. — An interim increase of 10 cents an hour to union employes of Willys-Overland was announced last week by William E. Paris, operations manager of the company, and the heads of three unions representing company workers.

The agreements went into effect Tuesday and will continue until the wage pattern in the automotive industry becomes definitely established, at which time the wage status of the workers will be renegotiated.

The unions involved were the UAW-CIO, the Mechanics Educational Society of America and the International Assn. of Machinists.

Approximately 5,000 are affected by the agreements, which represent an estimated increase of $86,000 in the company's monthly payroll.

The announcement of the CIO agreement was made following the ratification of the new wage scale by members of the company's UAW unit, and marks the tenth consecutive year that contracts have been negotiated between the company and the union without a single work stoppage.

Wage increases comparable to those awarded to union employes of Willys have also been granted to non-union employes in the clerical, supervisory and semi-administrative brackets.

Together with the other increases, the salary raises will add approximately $100,000 to the Willys-Overland monthly payroll, according to company officials.

Of interest to Willys - Overland distributors and dealers because of the indicated increase in the rate of manufacture, the agreements also establish another point of stabilization in the auto industry, Paris said.

"We are happy to announce that this arrangement has been concluded," he added. "Willys - Overland throughout the war period had no production stoppages due to labor - management difficulties. During this time the company produced more than $750 million in war material.

"We have found our negotiations with the Willys-Overland union officials most satisfactory. Now that we are well advanced in volume peacetime production, continued harmonious relationship is indicated."

Pay-Price Policy For Small Shops Clarified by OPA

WASHINGTON. — Small repair shops for motor vehicles, appliances, and farm equipment cannot automatically increase their ceiling prices on account of wage increases granted their employes, OPA ruled last week.

This action, effective last week, synchronizes OPA price ceiling provisions for these shops with the government's wage-price policy established in August, 1945, it was stated.

Since 1943 and until last August, OPA said, these shops with not more than eight employes, have had authority to increase their ceiling prices to compensate for wage increases to employes. A report of such action merely had to be filed with the local price board.

Since August, 1945, wage increases could not be considered as a basis for increasing price ceilings for these repair shops. Last week's action merely brings the price ceiling provisions in line with this change.

Modern Lets Contract

Contract for construction of a $20,000 building to house the new Dodge-Plymouth dealership of the Modern Motor Co., Marianna, Ark., has been awarded and the building is expected to be ready for occupancy Mar. 1.

Vehicles Most In Demand on U. S. Surplus List

WASHINGTON.—Motor vehicles still remain the number one surplus item in most demand by returned veterans, according to the War Assets Corp.

And the demand is so strong that many veterans find their orders unfilled for one of these two reasons:

1. The vehicle they want does not exist in surplus.

2. The requests total more than the available surplus.

This is borne out in the following figures obtained from the consumer goods division of the WAC.

Between Jan. 1, 1944 and Nov. 30, 1945, a total of 150,647 trucks, autos, motorcycles and trailers were declared surplus by the military. Of this total 15,599 were passenger cars.

From July 1 to Dec. 31, 1945, Smaller War Plants Corp. issued certificates to 574,303 veterans for all types of motor equipment.

By far, the most popular vehicle desired is a staff car; and when the requests continued to multiply with no possibility of fulfilment, further issuance of certificates for the purchase of passenger cars and station wagons was discontinued on Jan. 28, 1946.

An excess of 80,000 certificates had been issued for these types of Motor vehicle, more than double the number of pickups, station wagons, carryalls and staff cars now operated by the Army in the United States.

During the national Jeep sale which has just been concluded, when the Jeeps were offered to veterans only, veterans placed orders for 6,555 of these vehicles.

However, there are still 2,913 new, rebuilt and used Jeeps available today to veterans who have been certified, WAC said.

The new and rebuilt vehicles are priced according to the year of manufacture. 1945, 1944 and 1943 models sell for $782; 1942 models for $695 and 1941 models for $598. The prices covering used Jeeps are further reduced in accordance with the amount of repairs necessary to place them in running condition.

NRA

(Continued from Page 1)

economists here that for two years, at least, there must be some form of price control. Congressmen are said to be of the opinion that OPA may be granted an extension for a year, maybe less. But they also point out that there is great pressure to let it expire June 30.

The Federal Trade Commission recently received applications for 30 more codes, and 60 additional groups are considering such action. About 150 industries are governing themselves with trade - practice codes on ethical grounds as well as anti-monopoly and unfair competition laws.

Henry Miller, director of FTC trade - practice conferences, said that by a simple act of Congress declaring exorbitant prices illegal in the meaning of the Federal Trade Act, these code authorities coould themselves keep a lookout for black markets and out-line prices.

Back of that voluntary policing would be the FTC with its investigating and hearing machinery. It could be ready to cite persistent violations to the federal courts, he said.

Unlike the FTC codes, the NRA took in wages also and had a further weakness in that legislative authority was delegated to it as a government bureau.

Just how voluntary policing of "ethical" price ceilings would work out, with OPA abolished, government officials are not prepared to say. The idea is a new one.

Obituaries

Auto Dealer Riegel, 62, Dies in Spokane

SPOKANE, Wash.—Guy E. Riegel, 62, pioneer Spokane automobile dealer, died in a hospital here Feb. 5. He came here in 1910 with his brother, Dee R. Riegel, to establish the city's first taxicab business. In 1912 they founded Riegel Bros. automobile dealership.

Besides being a leader in automotive row here for 35 years, he also was active in mining and other ventures.

* * *

William Thomas Morris

NEW YORK.—William Thomas Morris, 62, president of American Chain and Cable Co., died in a hospital here last week. His residence was in Great Neck, L. I.

Where Fire Proves a Boon

PORTSMOUTH, N. H.—(UTPS)—Ralph T. Wood and Ira A. Newick, owners of Hislop Garage Co. (Dodge), purchased a three-story tenement block here recently, intending to raze it this spring to make way for a used-car lot.

But it won't be necessary now. A fire, attributed to defective wiring, leveled the building, driving nearly a dozen occupants into the streets.

Prices

(Continued from Page 1)

ent William Ullman reported Friday that NADA officials are studying Truman's new program as to its possible effects on dealers. While refusing to comment because of the confusion at the moment, officials did however express hope that the position of dealers and servicemen might be bettered under the program.

They expressed doubt that SSR 49 prices would be affected by the new order.

Meantime, NADA officials have asked for time to be heard during the hearings on OPA's extension, which will be started this week by the House Banking and Currency committee. Chester Bowles will be the first witness, and it is unlikely that NADA officials will appear before next week.

NADA will not oppose extension of OPA, but will protest the injustices of the trade discount reductions.

Unusual Procedure

In an unusual procedure last week, the Senate Banking and Currency committee issued a minority report asking abolition of OPA's cost absorption system. The majority report on the Senate committee's recent hearings on OPA's extension has not yet been issued.

President Truman named Chester Bowles, strong man of the hold-the-line school, to run the new wage-price program as stabilization administrator, taking the place of John C. Collet. Succeeding Bowles as head of OPA is a supporter of his policies, Paul A. Porter, chairman of the Federal Communications commission.

The stabilization administration remains in the office of Reconversion Director John W. Snyder, although it is not clear yet whether Bowles' authority will be subject to veto of Snyder. Bowles has been at odds with Snyder's theory of flexible price controls.

Main features of the new program are these:

Pay increases, if they lead to higher prices, must be approved by the stabilization board.

The board, however, has been directed to approve any wage or salary increase, or part thereof, which is found to be consistent with the general pattern of wage or salary adjustments as established in the industry or local labor market area since Aug. 18, 1945.

Compensating price increases would be allowed immediately, instead of after six months as heretofore, to the extent necessary to assure profitable operation.

The period 1936-39 is usually used to figure profitable operation.

Smaller Boost Possible

However, in high-volume industries like the auto industry, if the OPA decided that the company's reduced earnings were due to temporary operation at low volume and that greater production and lower costs could be expected soon, the agency could authorize a smaller price boost—one that would not immediately boost earnings to the 1936-39 level.

But if the expected improvement in earnings should not develop, OPA would be required to move promptly to review its action.

Turning to Congress, Truman said he trusts that the body will:

1. Extend the stabilization statutes without amendment with all possible speed.
2. Extend the subsidy program for another full year.
3. Enact promptly the Patman bill to establish price controls over housing.
4. Extend promptly the second war powers act so that the emergency powers found necessary during the war may continue to be exercised wherever necessary in dealing with the economic aftermath of war.

Truman called upon management and labor alike to proceed with production, for "production is our salvation."

Hainsworth Honored

Harry Hainsworth, sales promotion manager for Ostendorf Motor Car Cor... Buffalo, has been appointed recreation division director of the city of Buffalo.

CLASSIFIED WANT AD DEPARTMENT

Reaching an estimated 50,000 readers engaged in all branches of the automotive industry from Maine to California. Low Rates: TEN CENTS (10c) PER WORD for one insertion or 25c per word for 3 insertions. Cash in advance. Count initials and groups of numbers as one word. Ads may be signed with your full name and address at regular rates, but if signed "Box No....., in care of Automotive News, Detroit 26, Mich." add one Dollar ($1) per insertion for this address and extra service as replies are forwarded, unopened, the same day received. Display Ads: $7 per inch, per insertion.

WANT AD DEPT., AUTOMOTIVE NEWS, PENOBSCOT BUILDING, DETROIT 26, MICH.

HELP WANTED

WANTED—GENERAL MANAGER. Large dealership in important midwestern market requires the services of competent General Manager. Excellent salary and bonus proposition. If you feel you can qualify, address full particulars to Box 1167, c/o Automotive News, Detroit 26.

PARTS MANAGER for Chevrolet dealer. Must be capable of taking over a fast moving, large operation. Salary and profit sharing bonus. Mr. Rose, Grand River Chevrolet Co., 5100 Grand River Avenue, Detroit 8, Michigan.

WE NEED A PARTS ROOM MANAGER IMMEDIATELY. Must have had several years' experience recently in a Chevrolet Parts Department. If you desire a connection with a modern high grade Chevrolet dealership and want to live in the most beautiful city in Florida, where you can enjoy swimming and fishing the year around, write Larry Dimmitt, Clearwater, Florida. Give full information about your most recent business connections. Good salary and bonus for right man.

TRUCK DISTRIBUTION MANAGER. Heavy duty truck manufacturer. Must be experienced in truck field and able to handle factory distribution and correspondence. Prefer man 35 to 40 residing in Detroit. Address full particulars, stating salary expected, to Box 1184, c/o Automotive News, Detroit 26.

POSITION WANTED

SERVICE MANAGER with more than twenty years' experience with Cadillac distributors and Cadillac factory. Have training and experience in complete operation of service and parts departments. Leonard B. Sohn, 701-22 St., N.W., Canton, Ohio.

SERVICE MANAGER—Several years' experience, now employed, desires to make connection with Ford dealer in Southern states who is doing over $15,000 retail customer labor. Excellent references as to ability and accomplishment. Box 1175, c/o Automotive News, Detroit 26.

PARTS MANAGER with 20 years' experience, Chrysler wholesale and retail. Please write Box 1178, c/o Automotive News, Detroit 26.

ACCOUNTANT, EXPERIENCED AS OFFICE MANAGER AND PARTS MANAGER, desires permanent position in southwest. General Motors preferred. Age 38. Excellent references. Box 1181, c/o Automotive News, Detroit 26.

MAN WITH 18 YEARS dealership and factory business management sales experience with one of Big 3 manufacturers, desires connection with dealership as manager or part owner. Thorough knowledge of volume sales, service and parts operation on a Daily Control Basis. Prefer midwest or eastern states. Excellent references as to ability and accomplishments. Box 1185, c/o Automotive News, Detroit 26.

REPRESENTATION WANTED

REPRESENTATION WANTED by American Auto Appraisal in communities east of the Mississippi River. Liberal selling proposition. Either whole or part time. American Auto Appraisal, 194 Grove, Detroit 3, Michigan.

Trailers
ALL METAL
ONE WHEEL
JOBBERS WANTED
MARVILLE DWYER
1834 North Eastern Avenue
LOS ANGELES, CALIFORNIA

MFRS. REPRESENTATIVE

MANUFACTURERS' REPRESENTATIVE. Calling on automotive jobbers, hardware jobbers and chain stores. Will represent you in all the Pacific Coast states and Arizona, or in part. References gladly exchanged. Box 1177, c/o Automotive News, Detroit 26.

BUSINESS OPPORTUNITIES

ATTENTION LARGE DISTRIBUTORS AND MANUFACTURERS. Present operating, well equipped New Jersey rubber factory interested in arrangement to produce in volume your molded articles, parts. Write Box 1183, c/o Automotive News, Detroit 26.

MFRS. AGENT

MANUFACTURERS' AGENT WANTS ADDITIONAL LINES. Production, maintenance and accessory items for the automotive, aviation and allied industries. Headquarters in Detroit — coverage for eight counties in Southeastern Michigan. G. D. McCormick, 750 Whitmore Road, Detroit 3, Michigan.

DEALERSHIP FOR SALE

CAR DEALERSHIP FOR SALE. Popular car. Sale includes building, show room, service garage, many gas pumps. Good corner northern town. 1941 quota 180 cars, and total volume-business-$500,000. Price $75,000, want all cash. Ralph Deininger, Broker, 33 West 42nd, New York.

AUCTION
BEN FISHEL AUTOMOBILE AUCTION COMPANY
At 10:30 A.M.
Every Tuesday — Rain or Shine
Used Cars and Trucks on Hand At All Times
FOR DEALERS ONLY
WE BUY WE SELL WE SWAP
COME BUY COME SELL
Phones 127-128-891
2112-14-16 Sycamore St.
Cairo, Illinois

USED CARS WANTED

SEVEN PASSENGERS, limousines, large fives; cars must be clean. Prices reasonable. McCLINTOCK - CADILLAC, Lansing, Mich.

WILL BUY ANY GROUP of used cars and trucks that are salable. Any make or model. Frede Chevrolet Company, Decatur, Illinois.

WANTED. Packard Darrin convertible, originally sold about $6,000. Contact Castner Denton, c/o Ross Company, Middletown, Ohio.

BUSES FOR SALE

1940 FORD—158-inch wheelbase, 7:00x20 tires, dual rear. 85 hp reconditioned motor. All-steel body, destination sign, city service seats. Price: OPA not warranted ceiling $1,400. Two 1941 Fords, 176-inch wheelbase, 7:00x20 tires, dual rear, 95 hp reconditioned motors. Composite bodies in very good condition. Destination signs, city service seats. OPA not warranted ceiling, $1,500. Shamokin & Trevorton Bus Line Company, Shamokin, Pa.

BUS, 1941 CHEVROLET with 1943 Intercity Superior body. 29 passenger, still in the prime color, heavy duty motor, excellent condition. $2,000. Van Riper Chevrolet, Flat Rock, Michigan. Phone 66.

SIXTEEN TWIN COACH INTEGRAL BUSES, twenty-three passenger. All are in excellent condition, both appearance and mechanically. Priced for quick sale. Fletcher Motors, Inc., Jacksonville 2, Florida.

TRUCKS WANTED

WANTED TO BUY
All Makes and Models of New Trucks
Also New Bus Chassis
BEN FISHEL AUTO COMPANY
2114 Sycamore Street, Cairo, Illinois

AUTO EQUIPMENT

PLACE YOUR ORDER TODAY
Improved Automatic
TOW PILOT—$17.50 Dealers
Bumper to Bumper Tow Bar
TOW BAR SALES CO.
FACTORY DISTRIBUTORS:
100 S. Clinton St. Chicago 6, Ill.
ANDover 8833
IMMEDIATE DELIVERY
Write or Wire for FREE Literature

TIRES WANTED

WANTED—Tires and tubes in following sizes: 36x4½, 37x5, 28x3. W. C. Parry, 450 N.W. 14th Street, Miami 36, Florida.

ACCESSORIES FOR SALE

ATTENTION CAR DEALERS—Auto seat covers custom-tailored and universal, in fiber and sailcloth. Perfect Fit Cover Company, 1776 Broadway, New York.

AUTO SEAT COVERS—Forest green twill. Coupes, $4.95. Sedans and coaches, $6.95. Immediate shipment. Bay Auto Sales, 374 Bay St., Rochester 5, N. Y.

TRUCKS FOR SALE

FIVE NEW CHEVROLET ten wheel trucks equipped with Thornton four rear wheel drive units, ten eight twenty five X twenty ten ply tires. Immediate delivery. Doan-Calhoun, Inc., 4605 N. 5th St., Philadelphia, Pa.

1940-41-42-43 GMC TRUCKS — 2½-ton Dual, Tandems, Maint, Vans and others. All in excellent condition. Complete tire equipment. Becker Motors, Indianapolis, Indiana. Lincoln 4389.

FACTORY BUILT STAKE BODIES — 9 feet and 12 feet with 42-inch stakes. Fit any truck, mounted immediately. University Chevrolet, Phone 6346, Bloomington, Indiana.

STATION WAGONS FOR SALE

14 1940-41-42 Ford, Chevrolet, Plymouth and Mercury station wagons (with brand new custom bodies). Will sell one or all or trade for used cars. Sam Greenfield Co., 6700 Euclid Ave., Cleveland 3, Ohio. Phone HE-0232.

PARTS WANTED

WANTED—Complete body for 1941 Chevrolet chassis. Drive-It-Yourself Inc., 117 W. Second St., Dayton 2, Ohio.

WANTED—NEW OR GOOD USED hood and grille assembly for 1940 Mercury. Justice & Smith, P.O. Box 1004, Jackson, Mississippi.

RIGHT HOOD-HALF or complete hood, new or used for 1942 Chevrolet passenger car. Wire collect Hereford Chevrolet Company, 628 Merchant St., Emporia, Kansas.

RIGHT FRONT DOOR for 1941 Buick model 41. Hoag Motor Company, Beaver Dam, Wisconsin.

BODY COMPLETE for 1941 Chevrolet. Must be in good condition throughout. Prefer tudor, fordor or five passenger coupe. Wire or write giving price, location, etc. Harold Pace, 56 East Pine St., Orlando, Florida.

LEFT FRONT FENDER and left grille half for 1938 Buick 4 door sedan 40-41. Thayer Motor Company, Clearwater, Florida.

WANTED—HOOD for 1942 Ford station wagon. J. Cavanaugh, No. 600 Queen Anne, Seattle 9, Wash.

COMPLETE GRILLE, left front fender, left headlamp 1939 Cadillac, series sixty. New or used. Mrs. Art. Leeper, Box 735, Ponca City, Okla.

WANTED. WATER PUMP for 1939 LaSalle. McCaa Chevrolet Company, West Memphis, Ark.

PARTS FOR SALE

HUDSON PARTS ONLY, all kinds. Timing gear kits list $7.25 net $6; main bearings, 6 cylinder clutch plates $4.75 — 25 cents packing charge. HUDSON motor, transmission, differential rebuilding; prompt service. Strictly HUDSON, nothing else. Wilsey Hudson Sales, Lima, Ohio.

NEW 1940 Nash frame—fits any 117" wheelbase. Butler Nash Company, Butler, Pennsylvania.

AUTOMOTIVE NEWS FOR BEST RESULTS

PARTS FOR SALE

FORD PARTS
We Have 'Em
Wire or Write
JACK COOPER
PRECOTT AUTO CO.
PRESCOTT, ARK.

SHOP EQUIPMENT FOR SALE

REVOLVO PARTS BINS, immediate delivery. Used slightly. Doan-Calhoun, Inc., 4605 N. 5th St., Philadelphia, Pa.

Once Again Available!
AIR THIEF
Automatic Tire Inflator
Nationally advertised. 100% guaranteed. Essential equipment for every car. Assured quick sales for your accessory department.
List Prices—Standard (12 ft.) ...$1.50 ea.
Deluxe (18 ft.) ..... 2.00 ea.
Order 24 for 50% discount plus self-selling counter display.
IMMEDIATE DELIVERY—Order Today
CENTRAL AUTO SALES
100 S. Clinton St. Chicago 6, Ill.

MODEL E, 420 Allen Engine Analyzer complete. New, never used. $400. The bullet-quick charger made by Hunter-Hartman Corporation, 110 volt, one phase, 60-cycle, 17 ampere. Perfect condition. Used $125. Goebel Motors, Grand Forks, N. Dak.

AVAILABLE FOR IMMEDIATE DELIVERY. Herbrand and Ken-Tools, rim wrenches, tire irons, bead looseners, battery pliers, jacks and many other items for the automotive trade. Write for new price list. Advance Tire Supply Company, 3243 Joy Road, Detroit 6, Michigan.,

FRONT END EQUIPMENT, made by Hinckley - Meyer Co. Turning radius plates, camber gauge, castor gauge, toe-in gauge, frame gauge, runways, camber bending bars. Very reasonable. Davis Auto Company, 312 E. Main Street, Fort Wayne, Indiana.

MISCELLANEOUS

ENGINE REBUILDING—Crankshaft grinding and metallizing. John P. Hughes Motor Co., Inc., 800 Commerce St., Lynchburg, Virginia.

CHROME FURNITURE for auto showrooms. Now available. Chairs, settees and tables in many colors and styles. Write for literature. Kay Davis Co., 890 Gerard Avenue, New York 52, N. Y.

REWARD

$50 REWARD FOR INFORMATION leading to the recovery of 1942 Oldsmobile Hydramatic Club Sedan, two-tone brown, red wheels, motor GA444801; serial 66-94179, stolen January 18, 1946. Phone, write or wire information to Art Watson Motor Company, 3215 Reading Road, Cincinnati 29, Ohio.

SURPLUS SALE
AMPHIBIOUS CARGO TRACTORS
113 LVT's with Dual Cadillac Motors
2 in Operational Condition
22 Require Minor Assembling
89 in a Salvage Condition
Buy One or More
Located at Kansas City, Kansas
Sale Closes March 11, 1946
Ask for Illustrated Catalog B-83-46
Navy Material Redistribution and Disposal Office
1009 BALTIMORE AVENUE KANSAS CITY 6, MO.
Telephone Victor 8830

"Hey Mose! I just thought you'd like to know that Oil in cans is here again!"

HERE ARE THE FACTS AGAIN–

1. With oil in cans, your customers know they're getting the brand and grade of oil they want . . . clean, with no adulteration or substitution.

2. Packaged oil improves display possibilities, aids station cleanliness, reduces fire hazards. You can carry a wider variety of oil in cans . . . and let your customer take his choice.

3. There is no product loss through breakage. Even denting cannot harm contents.

4. Less work in changing oil. And when a complete change is needed, the 5-quart container is convenient and saves time. BUT—be patient! The supply isn't back to normal yet!

SOME OIL IN CANS NOW . . . MORE TOMORROW!

American Can Company

230 PARK AVENUE CANCO NEW YORK 17, N. Y.

WORLD'S LARGEST MANUFACTURERS OF FIBRE AND METAL CONTAINERS